



2017 MINNSPRA SPRING CONFERENCE

FEATURING BRIAN WOODLAND, APR

#PRESS FORWARD | BOOST YOUR BRAND | BUILD INCLUSION

APRIL 27 AT INTEREUM | 11:15 AM - 4 PM

(9800 8th Avenue North, Plymouth, MN 55441)

BE TRUE TO YOUR SCHOOL // Understanding & Communicating Your District's Brand

You know what you want from a brand: authenticity, sincerity, and consistency. But how does your district do as a brand? Do people - parents, staff and students - know what you stand for and believe in, besides teaching and learning? In this timely session, learn how to define your brand and be true to it in all you do, from issues management to events to publications to social media and everything in between. Plus, learn how to protect the value of your brand when things go wrong. Be true to your school and you can gain a major competitive advantage - and better serve your publics too.

Day 1 Schedule - Genius Room and Foyer

- 11:15 a.m. - Noon // Registration and Lunch
- 11:40 a.m. - Noon // Intereum Tour (Optional)
- Noon - 2 p.m. // Logo and Beyond - Understanding Brand with Brian Woodland, APR
- 2 - 2:15 p.m. // Break
- 2:15 - 4 p.m. // The Power of your Brand
- 4 - 4:20 p.m. // Intereum Tour (Optional)
- 4:30 - 6:30 p.m. // Think & Drink with Brian Woodland, APR at the Sheraton Minneapolis West (Bistro Balcony), located at 12201 Ridgedale Drive, Minnetonka, MN 55305

APRIL 28 AT THE SHERATON MINNEAPOLIS WEST | 7:30 AM - 4 PM

(12201 Ridgedale Drive, Minnetonka, MN 55305)

#ALLIN // Get Stirred Up for Inclusion

The recipe for student and school success will inspire and engage you. A great dinner wouldn't be perfect without everyone at the table. That's job one with inclusion: using basic ingredients - your skills, abilities and knowledge - mixed with a few surprises, to stir up the inclusion agenda in your district. The result, like many great recipes, is more than the sum of its parts. It is a way to find real inspiration in your daily work and change the lives of your students.

Day 2 Schedule:

- 7:30 - 8 a.m. // Registration and Breakfast - *Hallway, Ballroom I*
- 8 - 8:30 a.m. // Leading Change Across the K-12 Landscape - Panel with Chad Kreindler, Blackboard K-12; Mari Drake, ISD 622; Jaclyn Swords, ISD 272; Jessica Salden, ISD 272; and Troy Melhus, ISD 625 - *Ballroom I*
- 8:30 - 10 a.m. // Diversity-Equity-Inclusion and You with Brian Woodland, APR - *Ballroom I*
- 10 - 11 a.m. // Break and Small Group Discussion - *Hallway, Ballroom I, Ballroom II, Wellingtons*
- 11 a.m. - Noon // Understanding Bias with Brian Woodland, APR - *Ballroom I*
- Noon - 1 p.m. // Lunch and Annual Meeting & Awards with Tony Taschner, MinnSPRA President - *Ballroom I*
- 1:15 - 2:15 p.m. // Inclusion Starts with Your Own Great Work with Brian Woodland, APR - *Ballroom I*
- 2:15 - 3 p.m. // Break and Small Group Discussion - *Hallway, Ballroom I, Ballroom II, Wellingtons*
- 3 - 4 p.m. // Doing the Right Thing - Your Role in Inclusion with Brian Woodland, APR - *Ballroom I*



ABOUT BRIAN WOODLAND, APR // Brian's 20 years in educational communications give him unique insight into the challenges and issues of education today. Brian is director of communications for the Peel District, one of Canada's largest public school systems. Brian is a frequent presenter to groups across North America, including NSPRA.

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