

Tips and Tools for Tough Times

Designed to help school PR Professionals thrive in difficult times

October 27-28, 2010

[Ayres Hotel & Suites](#)
Costa Mesa, CA

Daily Agenda

Wednesday, October 27

1:30 – 5 p.m. *Workshop Sessions*

1:30-3:30 p.m. *Social Media "How To"*

3:45-5:00 p.m. *Positive Messaging in Difficult Times*

6 – 9 p.m. *CalSPRA Awards Banquet*

6-6:30 p.m. *Networking Reception*

6:30-7:30 p.m. *Dinner*

7:30-8:30 p.m. *Awards Ceremony*

Thursday, October 28

8:00 a.m. *Registration/Breakfast/Networking*

9:00 - 10:00 a.m. [Matt Emerzian, Every Monday Matters](#)

10:15 - 12 p.m. *Panel on media relations-stories from the trenches*

1:00 - 2:45 p.m. [Tom DeLapp, CPR for the Toxic Workplace](#)

3:00 - 4:00 p.m. *Review or begin to create your communications plan**

**Please let us know when you RSVP if you plan to participate in this session. It is our hope to provide enough PR advisors to allow for one on one or small group review of your plan.*

Registration Information

In appreciation for our membership and in understanding of these difficult budget times, CalSPRA will be subsidizing the cost of this event with funds remaining from last year. [Reserve your spot now.](#)

Packages	Early Bird** Members	Members	Non-members	Additional Attendees
1 Day (Wed or Thurs)	\$99	\$149	\$199	\$69
2 Days (includes Awards Banquet)	\$149	\$249	\$299	\$99
Awards Banquet Only	\$59	\$59	\$59	\$59

***Must be purchased prior to August 31, 2010*

Accommodations

A block of rooms has been reserved for CalSPRA attendees at the conference hotel, [Ayres Hotel & Suites in Costa Mesa](#). **Rooms are just \$84.00 and include a buffet breakfast and parking.**

For more information about CalSPRA, visit our web site at www.calspra.org or email Minecki_Margo@laco.edu