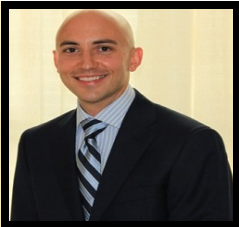


**VIRGINIA SCHOOL - UNIVERSITY PARTNERSHIP
PROFESSIONAL DEVELOPMENT WORKSHOP - MARCH 15, 2012
8:30 A.M. - 4:00 P.M.
EMMET STREET HOLIDAY INN, CHARLOTTESVILLE, VA**

PROACTIVE PUBLIC RELATIONS FOR SCHOOL AND DIVISION LEADERS
Presented by Peter Sengenberger



Are you actively managing your school or division's public relations program or are you leaving it to chance? Do you find yourself merely reacting to situations, and the development of proactive communications plans or strategies never occurs? Considering the competitive nature of education and the scrutiny all schools and divisions are under, it is imperative that educational institutions take control of their public relations programs. Schools and divisions must have deliberate and planned communications programs in place to allow for two-way communications with their school communities, but educational leaders often don't know where to start.

Peter J. Sengenberger, M.Ed., specializes in providing communications services to K-12 educational institutions. With more than thirteen years of combined experience in the public relations and education fields, Peter has worked with regional, national, and international clients in coordinating media events and public relations initiatives, communications plan development and implementation, crisis communications counseling, and media and interview training.

Designed for division and school administrators, this workshop will provide attendees with strategies and tactics that they can immediately use to improve communications with both their internal and external audiences. Topics covered will include defining school public relations, identifying internal and external audiences, effective research techniques, community relations, media relations strategies and tactics, internal / staff relations, using technology to enhance communications, and necessary components of a comprehensive public relations and communications plan.

Additional Information:
Visit www.vsup.org
Or Contact
Liza Scallet
VSUP Conference Coordinator
ebs8u@virginia.edu
Dr. Janice Marston
VSUP Director of Professional Development Consortium
jmmarston@aol.com
Andy Stamp
VSUP Executive Director
jas8s@virginia.edu

Workshop Cancellation Policy: Please try to find a substitute if you are unable to attend this event. You may cancel 5 days in advance of the event without penalty. If you cancel less than 5 days in advance, you will be billed in full.


Send Registration to:
Peggy Powell
VSUP #149, 265 Turkey Sag Trail
Suite 102
Palmyra, VA 22963
Email: pdm2e@virginia.edu
Fax (309-431-7583)

Workshop Registration
Proactive Public Relations for Administrators
\$79 VSUP Members
\$109 Non-Members
Parking, Full Breakfast and Lunch Provided
Registration Deadline - February 10, 2012

Name: _____
Title: _____
School/Division: _____
Email: _____
Address: _____
Phone: _____

___ Purchase Order ___ Check ___ Member ___ Non-member

You may send purchase order or check NOW to reserve your space for the March 15 Public Relations Workshop.



Overnight accommodations may be made directly with The Holiday Inn on Emmet Street in Charlottesville at (434) 977-7700.