

# Presenting at the Summer Conference

The Arizona School Public Relations Association (ASPRA) annually requests proposals for presentations at its Summer Conference, which gathers professionals in public relations, communications, marketing, engagement, and public education.

The call for proposals occurs each year and closes at the end of January. Proposals submitted after January's end may not be considered until the following year. ASPRA's Vice Presidents of Programming will notify applicants if their proposal is accepted, with notifications anticipated by late February.

All presenters accepted through the call for proposals must register for the Seminar in order to present. However, registration is not required before submitting a proposal. ASPRA membership is also not required to submit a proposal. Multiple proposals may be submitted, but due to limited session capacity a maximum of one proposal per individual presenter will be accepted.

Vendor submissions are not accepted through the call for proposals. However, a school district or educational organization may submit a proposal with a vendor co-presenter if the presentation does not include a sales pitch.

*For more information on vendor presentations, contact ASPRA's Vice Presidents of Programming.*

## What proposals are perfect for the ASPRA Summer Conference

To help you decide on a presentation topic, consider these questions:

- What challenges has your profession recently faced?
- What strategies have you used in the past year to overcome those challenges?
- What unique professional insights can you share with others in your field?

Past attendees expressed interest in:

- **Strategic Planning:** For example, setting organizational direction, goals, and RPIE-based communications plans.
- **Crisis Communications:** Handling difficult situations, media relations, and protecting organizational reputation.
- **Community Relations:** Building and maintaining positive relationships with the community, stakeholders, and the public.
- **Recruitment/Retention:** Attracting and keeping talented employees.
- **Social Media:** Harnessing the power of social media for communication, outreach, and engagement.

- **Website/Photography/Video:** Improve online presence and visual communication skills.
- **Internal Communications:** Effective communication within the organization.
- **Bond/Override Elections:** Navigating the complexities of school finance and public support.
- **Artificial Intelligence (AI):** Applications and implications of AI in public relations work.
- **Media Relations:** Developing strong relationships with the media and effectively conveying messages.
- **Alumni Relations:** Staying connected with former students and leveraging their support.
- **Event Planning:** Organizing successful events.
- **Governing Board Support:** Working effectively with the governing board.
- **Balancing New Leadership:** Navigating leadership transitions and supporting new leaders.

## What should my proposal focus on?

Each proposal should align with one of the the following focus areas:

- **Career:** Career path skills, knowledge, and resources.
- **Chapters:** Strategies, tactics, and training for state/regional SPRA chapter leaders.
- **Engagement:** Internal/external stakeholder engagement (research, strategies, programs, campaigns, activities).
- **Ethics:** PR/communication ethics and law.
- **Leadership:** PR/communication leadership (strategic counseling, reputation management, relationship building, organizational dynamics, mentoring, professional development).
- **Marketing and Branding:** Marketing and branding for school systems.
- **RPIE:** Research, planning, implementation, and evaluation, including strategies and tactics.

## What is required as part of my proposal?

To be considered for the upcoming Summer Conference the following is required

- Presenter contact information
- District/organization details
- Presentation experience
- Focus area and target audience
- Presentation title and description
- Presentation outline and methods
- Expected learning outcomes for attendees

## Submit a Proposal

Please complete the following form in order to be considered for the ASPRA Summer Conference presentation series.

1. Presenter(s) Contact Information (Name, email, phone number)
2. Current member of ASPRA?
3. District/organization details (Name, address)
4. Presentation experience (Brief description of experience presenting)
5. Focus area and target audience for proposal
6. Presentation title and description (an outline may be requested at a later date)
7. Methods for delivery of presentation
8. Expected learning outcomes for attendees