



# Tips & Tactics Workshops

Expand your knowledge. Share resources. Grow professionally.

Oct. 19

## Inclusion: Communicating with a Diverse School Population

with Alice Lee-Osborne and Rose Olea, Asian American Community Exchange

Nov. 2

## Special FREE Road to Normal Workshop

Held at 1809 W. Hovey Ave Normal, IL

Dec. 7

## Annual Idea Exchange

Give and Get the Gift of Networking and Enjoy a Complimentary Lunch

Jan. 18

## Strategic Leadership in the Age of Social Media

with Kristin Magette, APR, Director of Communications, Eudora (Kan.) Public Schools

Feb. 15

## Top Tips for Today's PR

with Carol Fenstermacher, APR, NSPRA President

Mar. 15

## New Storytelling: How to Connect with Audiences Through Strategic Content and Fresh Tactics

with Shane Haggerty, APR, President, strategic and creative consultant firm *Purposeland*

Apr. 26

## Podcasting 101

with Adam Harris, Communications Coordinator, District 25, and **Video to Accomplish PR Goals** with Lee Gordon, Director of Global Public Relations, Mercury Marine

### Location

All sessions will be held in the Chicagoland area (aside from Nov. 2). Look for location information in forthcoming flyers. Continental breakfast is included.

### Cost (Unless Otherwise Noted)

INSRA Members: \$30 per live session or \$150 for full live series (web recordings included)  
INSRA Members: \$100 for full web recording series (recording link provided within 1 business day of workshop)  
Non-Members: \$50 per live session  
Students/Retirees: \$15 per live session or \$75 full series

\*Lunch not included in Tips & Tactics registration fees aside from Dec. 7. Look for more information on purchasing lunch and sponsored Lunch & Learns closer to each workshop date.

### Registration

Credit Card: Online at [www.inspra.org](http://www.inspra.org)  
Check: Mail to INSRA, P.O. Box 47, Frankfort, IL 60423



### Workshop Schedule

9 - 9:15 a.m. | Host Welcome

9:15 - 10:20 a.m. | Presentation Part 1

10:20 - 10:45 a.m. | Break, Networking and

Members Need Help

10:45 - 10:55 a.m. | INSRA Activity

10:55 a.m. - 12 p.m. | Presentation Part 2  
12 - 1 p.m. | Professional Extension Lunch or Sponsored Lunch & Learn on select dates\*