



*Illinois Chapter National School Public Relations Association.*

# Tips & Tactics | Feb. 17, 2012

## Inspiring and Infusing Strategy in Planning, Advising and Internal Communication

**Presenters:** Faith Behr, Behr Communication  
Denise Mattson, Special Assistant,  
Office of the President, DePaul University

This session is for all communicators, from newcomers to veterans. Faith Behr will discuss strategic communications as it relates to content, delivery and planning. Joining her will be Denise Mattson, who will focus on internal communications. She will share a living document that traces the evolution of a strategic communication plan that is still unfolding, and how it has been communicated to DePaul's various audiences.



All Tips & Tactics sessions are held at:

**ARAMARK, 2300 Warrenville Road, Downers Grove, IL**

**9:00 a.m.** -- Networking and continental breakfast      **9:30 - 11:30 a.m.** -- Tips & Tactics workshop

In addition to learning from school communication professionals, each session includes networking opportunities and a chance to have your toughest challenges brainstormed by INSPRA members.

Participants will receive any/all materials prepared by presenters; either pick them up when you check in or receive them via e-mail if you cannot attend. Register for the full series and receive a discount price of only \$150 (that's one session free!), or individual sessions for \$30 each for current INSPRA members (\$50 for prospective members).

**NEW!** School administrators may earn CPDUs for attending Tips & Tactics sessions.

**STUDENTS & RETIREES:** INSPRA student members and retirees can register at a special rate of only \$15 for each session or the entire series for \$75.

**Two easy ways to register:** Visit [www.inspra.org](http://www.inspra.org) to register and pay with a credit card, or mail a check to INSPRA, PO Box 47, Frankfort, IL 60423.

