

CONFERENCE PROGRAM

district 2

NCMPR
CONFERENCE

LIGHTS
CAMERA

ACTION!

SEPTEMBER 30
through OCTOBER 2

2018

ON LOCATION IN
Atlanta Georgia

District 2

NCMPR
National Council for Marketing & Public Relations

NCMPR DISTRICT 2 CONFERENCE FALL CONFERENCE PROGRAM

WELCOME!

Are you “camera-ready” on your campus? In today’s environment, you need to be. Join us in Atlanta for NCMPR’s District 2 2018 fall conference, you and your team will learn the latest ideas in marketing and public relations and have the opportunity to network with your peers -- all while enjoying the southern hospitality and thriving downtown of Atlanta.

Enjoy your stay at the newly renovated Sheraton Downtown Atlanta, located in walking distance of the Georgia Aquarium, World of Coca-Cola, the Children’s Museum of Atlanta, Centennial Olympic Park and CNN Studios. You’ll also be steps away from the Peachtree Center Mall and any type of restaurant you might crave!



REGISTRATION

Early Bird Registration:
\$275 (before Sept. 9)
Regular Registration:
\$325 (after Sept. 9)

Registration includes access to the full conference, two breakfasts, two lunches, and the Medallion Awards dinner.

Guest Medallion Ticket: **\$50**

(order by Sept. 14)

Cancellation Policy

Cancellation and refund requests must be made in writing on or before Sept. 7. NCMPR will issue a refund of the conference fee, minus a \$75 administrative fee. Email requests to virginia.moreland@tbr.edu. NO REFUNDS will be granted for requests made after the deadline. Substitutions are gladly accepted. For special circumstances (family or medical emergencies) that arise after the deadline, NCMPR will issue a full refund upon receipt of proper documentation.

ACCOMODATIONS

Sheraton Atlanta Hotel
165 Courtland Street NE.
Atlanta, GA 30303
Phone: (404) 659-6500

Hotel Room Rate: **\$149**

(not including applicable state or local tax)

NCMPR has blocked a limited number of rooms at the special group rate. This guarantees the rate but not availability. Make your reservation EARLY!

[Click here for reservations!](#)

SUNDAY, SEPT. 30

3:30 – 5:00 PM: **Registration open**

6:00 PM: **Welcome Reception**

6:45 PM: **Medallion Awards Dinner
& Ceremony**

MONDAY, OCT. 1

7:30 AM

Registration open

8:00 AM

Breakfast

8:45 AM

Welcome & Introductions

9:15 AM

OPENING KEYNOTE

Molly Mercer: Film Project Manager;
Cherokee Office of Economic Development

10:15 AM

BREAKOUT SESSIONS

Show Me the Money!

*Jeff Wyco, Senior Vice President of Workforce
and Economic Development, BridgeValley
Community and Technical College*

*Jennifer Aries, President, 25th Hour
Communications*

In Their Own Words:

Student Story Video Contest

*Brittany Lippert, Senior Marketing Manager,
Kentucky Community and Technical College
System*

11:15 AM

Exhibitor Hour

12:15 PM

Awards luncheon

Join us as we recognize the Communicator,
Pacesetter and Rising Star recipients from
District 2 for 2018.

1:30 PM

**How to ensure your communications are
ADA compliant**

Ricardo Garcia, Georgia Institute of Technology

2:30 PM

**Getting Leadership to Let Go of “The Best-
Kept Secret” and Other Stale Messaging**

Dr. Pamela Cox-Otto, CEO, Interact

4 PM

FREE EVENING

TUESDAY, OCT. 2

8:30 AM

Breakfast

9:15 AM

**Behind the Gold | Medallion Award
Winners**

Hear the stories behind some of our top
Medallion Award winners and ask them the
secrets to their success.

10:45 AM

**The Enrollment Pipeline: Recruitment
Marketing Strategies, Trends & Market Data**

Stephanie Geyer, Rufallo Noel Levitz

11:45 AM

Closing Remarks

District 2

