



# ATA GLANCE

NCMPR 2021 DISTRICT 3 CONFERENCE

Oct. 3-5, 2021

Amway Grand Plaza Hotel | Grand Rapids, Michigan

JOIN IN PERSON OR ONLINE!

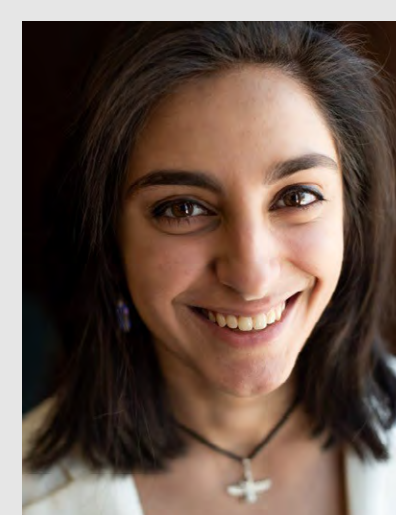
[Click here to register today!](#)

## SUNDAY, OCT. 3

- 1-6 p.m. Registration with Refreshments**
- 3:30-4:30 p.m. Free ArtPrize Walking Tour**  
Downtown Grand Rapids
- 5-5:45 p.m. Medallion Awards Reception**  
Featuring a Bar and Light Hors d'oeuvres
- 5:45-8:30 p.m. Medallion Awards Dinner**  
Followed by Social Time and Team Photos

## MONDAY, OCT. 4

- 8 a.m.-Noon Registration**
- 8-9:45 a.m. Breakfast with Keynote Speaker Somya Bhagwagar**  
Storyteller, founder of @StudentsofUMich, and Online Marketing Analyst at CME Group
- 10-11 a.m. Concurrent Breakout Sessions**
  - Spicing Up Your Strategy: New Data and Creative Techniques to Add to Your Mix**  
By Angela Carollo, Vice President of Marketing and Strategy, Interact Communications, Inc. and Jamie Wagner, Executive Director of Media Prefs, Interact Communications, Inc.
  - The Designer/Photographer Relationship: Friend, not Foe**  
By Eric Semelroth, Graphic Designer, Elgin Community College and Mark Carriveau, Photographer, Elgin Community College
  - Building a Community of DEI**  
By Kristina Broughton, Digital Marketing Manager, Muskegon Community College and Dr. Dale K. Nesbary, President, Muskegon Community College
- 11 a.m.-Noon Exhibitor Hour, Refreshments and Free Professional Headshots**
- 12:10-1:10 p.m. Concurrent Breakout Sessions**
  - Backstage Tour of a Website Redesign: A Fireside Chat About Creating a Great Audience Experience**  
By Leigh Jajuga, Director of Web Content & Digital Strategy, Grand Rapids Community College and Crispin Bailey Director of Design and UX, Kalamuna
  - Talkin' 'Bout My Generation**  
By Dr. Steve O'Keefe, Executive Director of Public Relations, John A. Logan College
  - New Advertising: The Death of Cookies and the Rise of the CDP**  
By Jeff Robertson, Senior Director of Technology, 25th Hour Communications
- 1:20-3:10 p.m. Awards of Excellence Lunch with Keynote Speaker Sherrie Willson**  
Intuitive Corporate Communications Expert, Systems Thinker, and Marketing Director at Sunon Furniture
- 3:25-4:25 p.m. Concurrent Breakout sessions**
  - Creative Storytelling for Video: How to Tell the Right Story with the Right Information**  
By Milo Barsanti-Gonzalez, Multimedia and Creative Services Coordinator and Scott Piner, Director of Content and Creative Services, Elgin Community College
  - How To Measure, Calculate, and Use Marketing ROI in Your Community College**  
By Crystal Hollmann, Director of Marketing at Northeast Community College and Kathi Swanson, President, CLARUS Corporation
  - Your Web Page Architecture and the Journey and the Customer Journey**  
By Katie Krafka Director, Client Engagement, Sanger & Eby
- 4:25-4:40 p.m. Refreshments**
- 4:40-5:35 p.m. Keynote Speaker Dave Lorenz**  
Vice President of Travel Michigan, which Executes the Annual Pure Michigan Campaign for the Michigan Economic Development Corporation
- 6:30-8 p.m. Mixer at Founders Brewing Co.**  
Featuring Craft Brews and Heavy Appetizers



SOMYA BHAGWAGAR



SHERRIE WILLSON



DAVE LORENZ

## TUESDAY, OCT. 5

- 8-9:45 a.m. Breakfast with Keynote Speaker Cesar Cervantes**  
TEDx Speaker, GoodOne Communications Founder, and Director of Student Life at St. John's College
- 10-11 a.m. Concurrent Breakout Sessions**
  - Coast-2-Coast Insights to Boost Your Impact and Influence**  
By Pamela Cox-Otto, CEO & Founder, Interact Communications
  - Back to Basics Enrollment Growth Strategies**  
By Stacy Young, PhD, President, Montcalm Community College
  - Intranets: Steal This Idea**  
By Maureen Jouhet, Director of Web Technology and Strategy, Elgin Community College
- 11-11:15 a.m. Refreshments**
- 11:15 a.m.-12:15 p.m. Live Peer and Simple Podcast**  
with Jeff Julian, Harper College Chief of Staff
- 12:30-1 p.m. Short Takes**
  - Website Refresh without a Complete Redesign**  
By Lisa Dobransky, College-Wide Director of Strategic Communication, Cuyahoga Community College and Brittany Hanek, Interactive Marketing Manager, Cuyahoga Community College
  - Building Media Relationships: How to Develop Rapport and Become a Valuable Resource**  
By Shelly Springborn, Director of Communications and Public Relations, Montcalm Community College
  - Advance Teams and the Secret Service. What to Know when a Presidential VIP Visits your Campus**  
By Dave Murray, Director of Communications, Grand Rapids Community College and Dr. Kathryn Mullins, Vice President for College Advancement and the Executive Director of the GRCC Foundation, Grand Rapids Community College
- 1-1:30 p.m. Closing Lunch and Giveaway Raffle**



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Your safety is our priority. We are providing face masks and hand sanitizer to each attendee, and conference seating will be socially distanced.

Information subject to change.

