



## Conference At-A-Glance

### Sunday, Nov. 7

- 1-4 p.m. Registration Open
- 5 p.m. Welcome Reception
- 6:30 p.m. Dinner and Medallion Awards

### Monday, Nov. 8

- 7:30 a.m. Breakfast  
Registration Open
- 8:30 a.m. Opening Keynote  
TBD
- 9:30 a.m. Break, Visit with Vendors
- 10 a.m. **Using ROI to Survive COVID**  
Crystal Hollman, *Director of Marketing, Northeast Community College*  
Kathi Swanson, *President, CLARUS*
- 11 a.m. **Doing More With Less**  
Terry Bryson, *Director of Marketing, Motlow Community College*
- Noon Awards of Excellence luncheon
- 1:30 p.m. On the Spot Photography
- 2 p.m. **"Peer and Simple" podcast**  
Live recording
- 3 p.m. Break, Visit with Vendors
- 3:30 p.m. **Spilling the Tea on Generations**  
Jackie Watson, *Director of Web Strategy, KCTCS*

### Tuesday, Nov. 9

- 7:30 a.m. Breakfast
- 8:30 a.m. Behind the Medallions  
2021 Medallion winners
- 9:30 a.m. NCMPR President's Update  
*NCMPR National Rep*
- 10 a.m. Break, Visit with Vendors
- 10:30 a.m. **The Tea: Learning from Our Biggest Marketing "Fails"**  
Group Participation
- 11:30 a.m. Final Thoughts/SWAG exchange
- Noon Adjourn/Box Lunches available

### Registration Fees

(Both in-person and virtual)  
 \$300 Early Bird (paid by Oct. 15)  
 \$350 Regular (paid after Oct. 15)

### Hotel Reservations

The Desoto  
 15 East Liberty Street  
 Savannah, GA 21404

[ONLINE RESERVATIONS](#)

Room Rate: \$159 per night (plus applicable taxes)  
 Reservation Cutoff: Oct. 15

*NCMPR District 2 has blocked a limited number of rooms at the special group rate. This guarantees the rate but not availability. The room block may fill earlier than the deadline so make your reservation EARLY!*