



DISTRICT TWO  
2023 CONFERENCE  
CHARLESTON, SC

## Conference At-A-Glance

### Monday, Oct. 23

- 1-4 p.m. Registration/Meet with Vendors
- 5 p.m. Welcome Reception
- 6:30 p.m. Dinner and Medallion Awards

### Tuesday, Oct. 24

- 7:30 a.m. Breakfast  
Registration Open
- 8:30 a.m. 5 Superpowers to be Extraordinary
- 10 a.m. Break, Visit with Vendors
- 10:30 a.m. Change & Leadership in Higher Ed  
Emma Jones, *Owner Credo*
- Noon Awards of Excellence luncheon
- 1:30 p.m. The 4-year Next Door  
Jill Ross, *PR Specialist*,  
*New River Community College*
- 2 p.m. Break, Visit with Vendors
- 3 p.m. The Enrollment Cliff  
Marianne Sipe, *Stamats*
- 3:30 p.m. Staying Ahead of DEIB  
Jackie Watson & Terri Giltner  
*KCTCS*

### Wednesday, Oct. 25

- 7:30 a.m. Breakfast
- 8:30 a.m. FY24 Higher Ed Marketing Trends & Strategies  
Crystal Coker, *Third Wave Digital*
- 9:30 a.m. Data Driven Digital Marketing  
Erica Marye, *Director of Digital Marketing*,  
*KCTCS*
- 10:30 a.m. Break, Visit with Vendors
- 11 a.m. NCMPR President's Update  
Jeff Julian, *NCMPR President*
- 11:30 a.m. Surviving a College Crisis Panel
- 12:30 p.m. Lunch
- 1:30 p.m. AI = Putting Hours Back into Your Day  
Kathi Swanson, *Clarus*
- 2:30 p.m. Living Well - Launching an Employee Wellness Program
- 3:30 p.m. Swag Exchange & Final Thoughts

### Hotel Reservations

Embassy Suites by Hilton  
Charleston Harbor Mt. Pleasant  
100 Ferry Wharf Rd  
Mt Pleasant, SC 29464  
ONLINE RESERVATIONS

Room Rate: \$209 per night (plus applicable taxes) Reservation Cutoff: Sept. 27

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!

### Registration Fees

(Both in-person and virtual)  
\$350 Early Bird (paid by Sept. 29)  
\$399 Regular (paid after Sept 29)