



**NOVEMBER 2-4 • HISTORIC BOSTON PARK PLAZA**



Fall in Boston is an absolute treat, and even in November, the city is showing off some seriously stunning autumn hues. With a treasure trove of charming bistros, quirky breweries, captivating museums, iconic historic spots, trendy boutiques, and an array of entertainment, there's no shortage of excitement. Grab your Dunkin', hop on the T, and join the ducklings as we dive into the **2023 District 1 Conference**.

## **REGISTRATION IS NOW OPEN!**

Join colleagues from across the Northeast and soak up all the Beantown vibes. Our conference is your ticket to immersive sessions that unveil the latest in marketing and public relations best practices. Plus, we're diving deep into the vital world of diversity, equity, inclusion, and belonging (DEIB).

***Don't miss out on this wicked exciting adventure!***

Get ready to dive headfirst into learning, networking, and soaking in the vibes of Boston.

# 2023 D1 CONFERENCE

## THURSDAY, NOVEMBER 2

3:00-5:00 p.m.	Registration Check-in	Terrace, lower lobby
5:30-7:30 p.m.	Opening Night Reception	Sam Adams Tap Room

## FRIDAY, NOVEMBER 3

7:30-8:00 a.m.	Registration Check-in	Terrace, lower lobby
8:00-9:30 a.m.	Working Breakfast	Terrace
	Welcome	
	National Update, D1 Business Meeting	
	Swag Exchange	
9:30-10:30 a.m.	Opening Keynote	Terrace
10:30-11:30 a.m.	Breakout Session I	Whittier, White Hall
11:30-11:50 a.m.	Coffee/Snack Break	Terrace
12:00-1:00 p.m.	Breakout Session II	Whittier, White Hall
1:00-4:00 p.m.	FREE TIME with optional planned activities	
4:00-4:45 p.m.	Reception/Networking	Square
5:00 p.m.	Awards of Excellence Dinner and Medallions Awards Ceremony	Square

## SATURDAY, NOVEMBER 4

8:00-9:00 a.m.	Breakfast and Student Panel	Terrace
9:15-9:45 a.m.	Short Take I	Whittier, White Hall
9:45-10:15 a.m.	Short Take II	Whittier, White Hall
10:30-11:30 a.m.	Breakout Session III	Whittier, White Hall
11:45 a.m.–12:45 p.m.	Lunch and Closing Keynote	Terrace
12:45 p.m.–1:15 p.m.	Conference Wrap-Up, Prizes	Terrace



# OPENING NIGHT

## SAM ADAMS TAP ROOM

Steps away from Boston's Faneuil Hall Marketplace, Sam Adams Boston Tap Room will host our Opening Night Networking Reception! Enjoy more than 20 Sam Adams beers (or Truly Hard Seltzers) on tap as well as non-alcoholic options and snack on some appetizers while we network the night away.

Brittany Zahoruiko, Boston Beer Senior Manager of Communications, will join us as our Opening Night Keynote. Hear about how Sam Adams created the "Your Cousin from Boston" ad campaigns to reach younger audiences, including one imagining a ["Brighter Boston."](#) From concept and design to focus groups and launch, we'll learn how this campaign took off and became a success.

# OPENING KEYNOTE



## EMBRACE BOSTON

Located in the heart of the city on Boston Common, The Embrace is set within the newly-constructed 1965 Freedom Plaza. Unveiled in January 2023, the memorial is based around the love, equity, and justice that Dr. Martin Luther King Jr. and Coretta Scott King endlessly strived to see in the world around us. Boston had meaningful ties for Dr. and Mrs. King, who went to school, met, and fell in love here in the 1950s, thus erecting a monument designed to spark education and conversation around civil rights and social justice was fitting. Embrace Boston Executive Director Imari Paris Jefferies and the Castle Group played an integral role in how Embrace Boston came to be.

In this keynote, Imari and The Castle Group Vice President, Dylan Hackley, will discuss the design process and the community input and response, as well as the event management, marketing, public relations, and media relations that surrounded the unveiling ceremony.

# BREAKOUT SESSIONS



## **FROM EVOLUTION TO SUCCESS: THE INTERPLAY OF WEBSITE FUNCTIONALITY AND MARKETING ROI**

Karen Norton, Bunker Hill Community College

What is the correlation between your marketing budget and evolution of your college's website? This session covers the intersection of paid advertising, web management, and customer relations and how practical strategies were able to modernize process and drive success.

## **BELONGING: MORE THAN A BUZZ WORD**

Jennifer Sabatini Fraone, Boston College  
Center for Work and Families

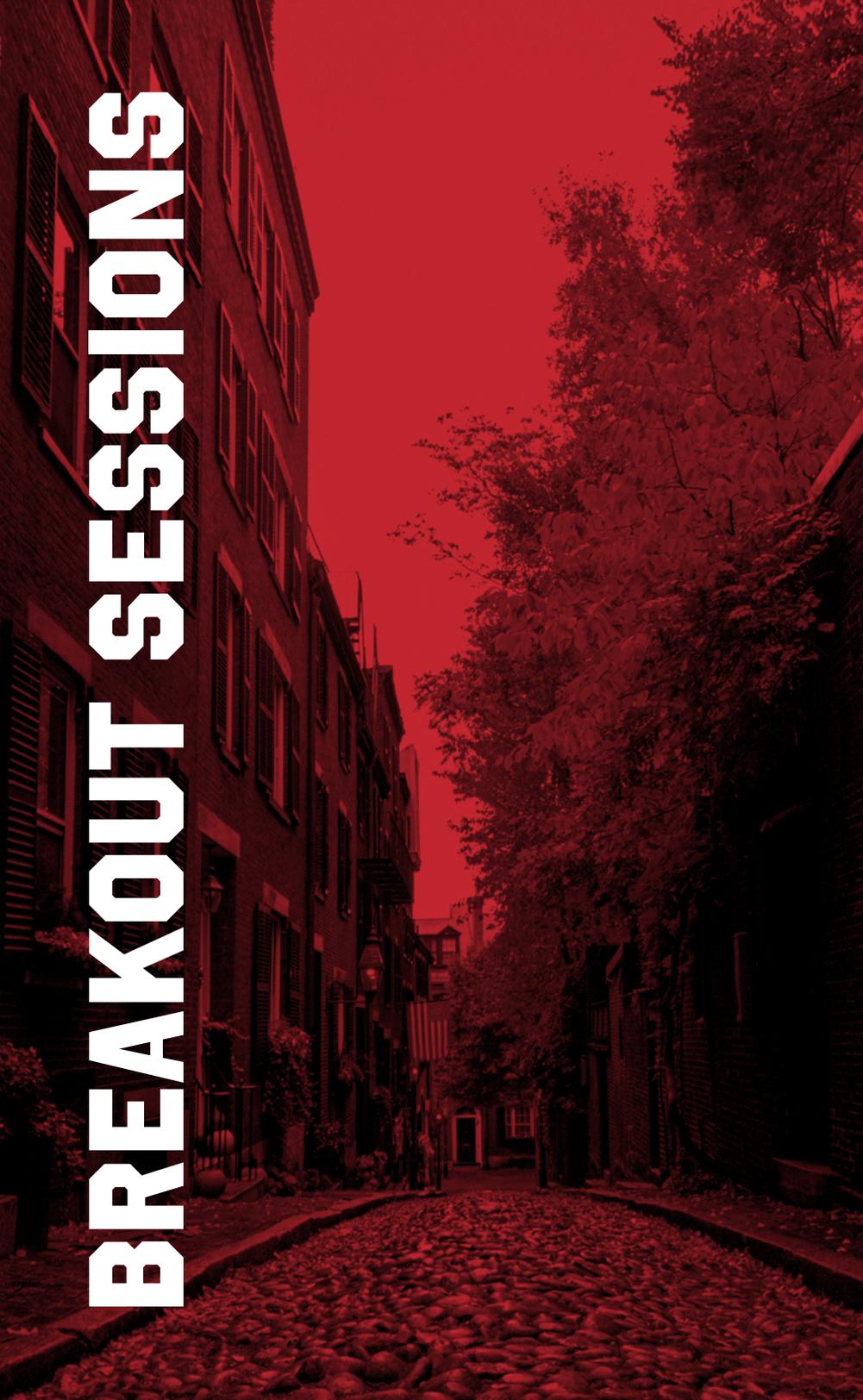
This session, led by the Boston College Center for Work and Families, will help you better understand the role of belonging in your college's work and why it can be the best measure for positive outcomes when it comes to diversity, equity, and inclusion.

## **APPRECIATIVE INQUIRY TO GET THE BEST FROM YOUR TEAM**

Melissa Bouse, Northern Essex Community College

This interactive session will use Appreciative Inquiry (AI) to see in real time how interviews and stories can illuminate your team and your organization's strengths.

*Schedule to be determined*



# BREAKOUT SESSIONS

## **WICKED GOOD HOMEGROWN FOCUS GROUPS**

Beth Noel, Middlesex Community College

Focus groups are a critical part of the modern marketer, but slim budgets and tight timelines can make it a daunting undertaking. This hands-on session will cover one college's homegrown design to create, design, and implement focus groups that work for you and your students.

## **DEVELOPING AND IMPLEMENTING A COLLABORATIVE COMMUNICATIONS PLAN**

Jan Kirsten, Ocean County College

Sheenah Hartigan, Ocean County College

It's not just what you say, but how you say it and to whom you're saying it. Learn how Ocean County College used behavioral intelligence to develop and implement a college-wide, collaborative communication plan.

## **FROM LOGO TO LEGEND: MAKE MANAGING YOUR BRAND A SUPER POWER**

Dewey Price, 25th Hour Communications

You have been labeled the brand police, gatekeepers, protectors and maybe some more colorful terms in the name of managing your brand. Let's talk about how maintaining your brand identity can help attract and retain students.

# SHORT TAKES



## **BEYOND THE CLICK: ADVANCING FROM BASIC METRICS TO HIGH-VALUE, TRACKABLE ACTIONS IN YOUR DIGITAL MEDIA**

Ashley Warrick, Anne Arundel Community College

How can you know for sure if your paid advertising strategy is actually driving results? This session will break down one college's experiences in moving from vanity metrics to in-depth data that revealed important insights on ROI.

## **SOCIAL LEADERSHIP: UNLOCKING THE HIDDEN POTENTIAL**

Maya Demishkevich, Carrol Community College

Learn about the new approach of "Social Leadership Framework, which explores the benefits of higher ed leaders using social media to strengthen their digital presence.

# SHORT TAKES



## **MORE THAN MEMES: FIVE TIPS TO SUPPORT COLLEAGUES ON SOCIAL MEDIA**

Olivia Robinson, Bristol Community College  
Andrea Fortier, Bristol Community College

Managing your college's own social media accounts is a big enough job let alone all those OTHER accounts. Check out this case study on how to wrangle those other accounts using policy, process, and good old-fashioned communication.

## **A HIGHER ED MARKETER'S GUIDE TO DIGITAL ADVERTISING IN 2024**

John Reid, Glacier

As higher education marketers, it's crucial to strike the right balance between time-tested traditional advertising methods and cutting-edge digital approaches. Join Glacier as we explore this dynamic landscape, emphasizing the significance of maintaining effective strategies while embracing new opportunities in a rapidly evolving digital era.



## **STUDENT PANEL BREAKFAST**

Rise and shine on day two with a student panel that'll knock your Sox off. These bright young minds will spill the tea on what makes them tick, sharing secrets to help you connect with your audience like a pro.

## **CLOSING KEYNOTE**

With so many amazing options in Boston, it's wicked hard to pick just one. But we've got a real treat comin' your way! Stay tuned for details on our Closing Keynote.

*Schedule to be determined*

# CONFERENCE FEES

## FULL CONFERENCE REGISTRATION

**EARLY BIRD** *Early Bird (paid by Oct. 2)* **\$325**

**REGULAR** *Regular (paid after Oct. 2)* **\$425**

## HALF CONFERENCE REGISTRATION

**EARLY BIRD** *Early Bird (paid by Oct. 2)* **\$195**

**REGULAR** *Regular (paid after Oct. 2)* **\$295**

\*Includes access to programming and meals on Friday, Nov. 3 (including the Awards reception and dinner).

## GUEST TICKET OPTIONS

Monday, October 2

**OPENING NIGHT MIXER** **\$50**

**AWARDS DINNER** **\$100**

Attendees may pay for additional guests to attend one or both of the above events with advance payment. Purchases must be made by Monday, Oct. 2

**NOTE:** You must be a member of NCMPR before registering for the conference. Learn more about membership [HERE](#).

# HOTEL RESERVATIONS



**PICTURE THIS:** Our conference playground is the stunning and history-soaked Boston Park Plaza. Just a hop, skip, and a jump from the enchanting Boston Public Garden, Theater District, and Newbury Street shopping. Fun fact: back in 1927, this place started as The Statler Hotel, the world's first to boast in-room radios! After a whopping \$100 million makeover in 2016, it even scored a swanky Four Diamond Award from AAA.

## **Boston Park Plaza**

50 Park Plaza at Arlington Street  
Boston, MA 02116

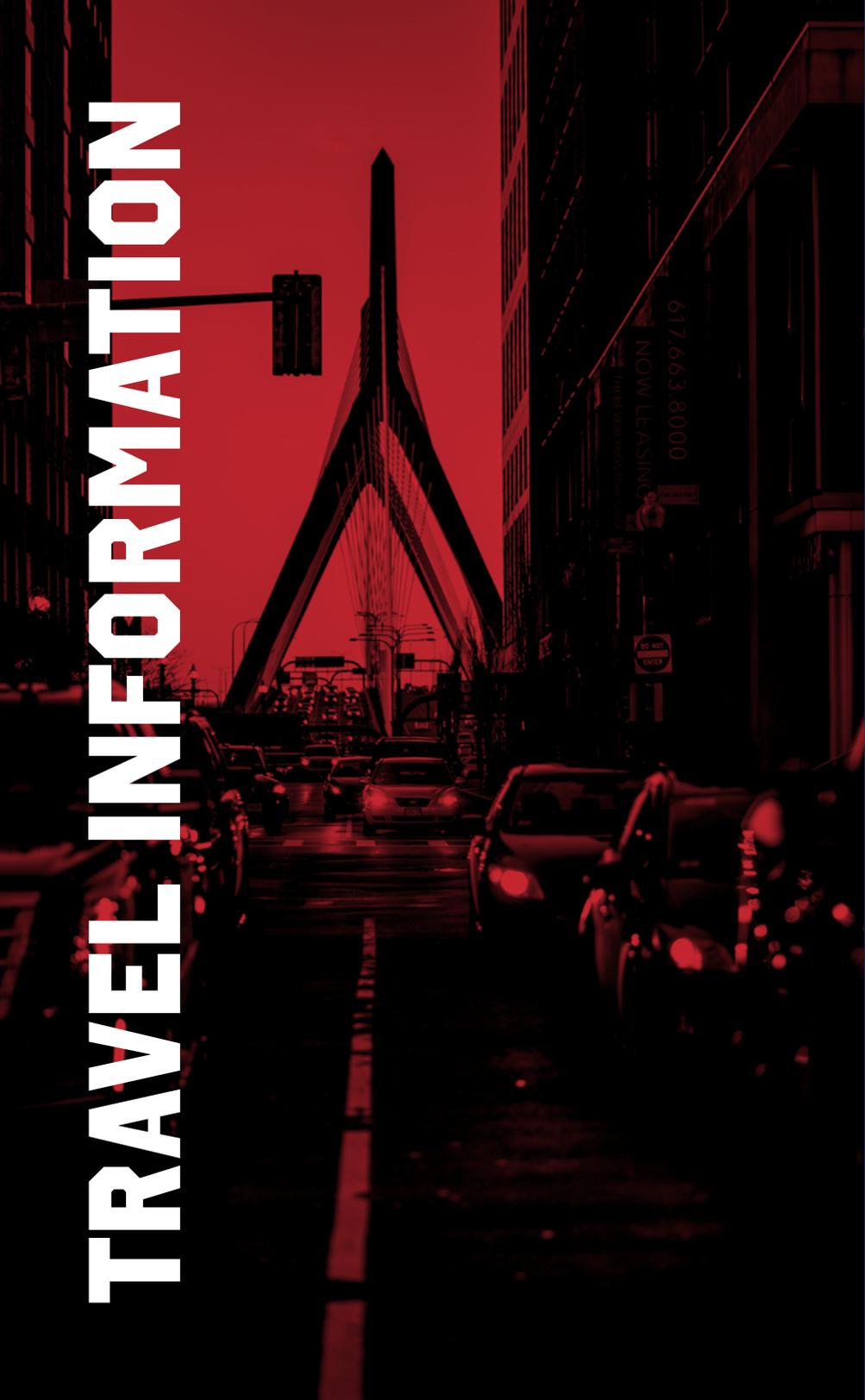
**PHONE:** 617.426.2000

**ROOM RATE:** \$289 *per night*  
*(plus applicable taxes and fees)*

Click [HERE](#) to book

**RESERVATION CUTOFF:** Monday, October 2nd

# TRAVEL INFORMATION



The closest airport is the Logan International Airport (BOS). The hotel is located 3 miles from the airport, or 13 minutes by car.

You may take an Uber, Taxi, GO Boston Shuttle or The “T”

Boston’s Subway: The “T” — The Boston Park Plaza Hotel is located 1 block from the Arlington T Stop off of the Green Line and 3 blocks from the Back Bay T Stop off of the Orange line.

The closest Amtrak Station (BOS) is Back Bay. The hotel is located 1 mile from the station, or 10 minutes by car.

# QUESTIONS?

**Liz Cooper** *Conference Co-chair*  
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**Keith Paul** *Conference Co-chair*  
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**REGISTER TODAY!**