

MOSPRA

MOSPRA 2015 FALL CONFERENCE

November 5-6, 2015

Historic St. Charles, MO



#Crisis Management



Guest Speaker Rick Kaufman, APR

Kaufman is a nationally respected crisis management consultant, trainer and author. He coordinated crisis communications throughout the tragic shooting incident at Columbine High School in Colorado in April 1999. He has trained thousands of educators and law enforcement personnel.



Rick Kaufman, APR



Social Media Scenarios

Highly interactive sessions will include communicating key messages via social media using crisis scenario situations.



REGISTER NOW
Space is limited.

<http://mospra.schoolwires.com/domain/58>

Fee: \$100 (MOSPRA members); \$125 (non-members)



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MOSPRA 2015 FALL CONFERENCE

DAY ONE AGENDA

11 am REGISTRATION OPENS

11:30 am WELCOME AND LUNCH

12:30 pm CRISIS RESPONSE

- Incident Command System
- Emergency Response Teams
- School Staff Roles in ICS
- School Safe Conditions

2 pm PRACTICE: CRISIS SCENARIO

Participants will work as Incident Management Teams using ICS to respond to real-life scenarios.

4:30 pm ADJOURN

6:30 pm EVENING EVENT

- Dinner at Hendrick's BBQ & Moonshine Blues Bar

DAY TWO AGENDA

8:30 am CRISIS MANAGEMENT

- Leadership
- Becoming a Trusted Advisor
- Crisis Communications

10 am PRACTICE: CRISIS COMMUNICATIONS

Participants will develop crisis response messages via social media, while others role-play as parents and media. This unique live-action practice is both fun and engaging.

11:30 am MOSPRA COMMUNICATIONS CONTEST WINNERS

12 pm LUNCH AND ADJOURN

About the Presenter

Among the first to arrive on scene at Columbine High School in April 1999, Rick J. Kaufman, APR, led the Columbine Crisis Response Team and was responsible for coordinating strategic crisis communications throughout the tragic shooting incident, its aftermath and the healing efforts. He has provided media relations and crisis management training to the U.S. Bureau of Prisons for the Timothy McVeigh execution; and the New York Education Commission and New York City Schools following the terrorist attacks in September, 2001. Currently, Rick is the executive director of community relations and emergency management for Bloomington (MN) Public Schools.



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Rick is a past president of the National School Public Relations Association (NSPRA).

Enjoy the nightlife and accommodations in historic downtown St. Charles

Participants will receive a daily room rate of \$115 for a two-room suite at the Embassy Suites in historic downtown St. Charles. That rate includes complimentary breakfast and evening managers reception (open bar). To register, go to: <http://embassysuites.hilton.com/en/es/groups/personalized/S/STLEMES-MPR-20151104/index.jhtml>



Thursday night features barbecue and music at Hendrick's BBQ & Moonshine Blues Bar. Visit: <http://hendricksbbq.com/moonshine-blues-bar/>

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