



EXECUTIVE ACTION PLANNING MEETING

Communications Strategy & Tactics for Schools April 29-30 2007, Westin Waterfront, Boston MA

Our Executive Action Planning Meetings focus on the operational and implementation aspects of our management strategies. This will be an opportunity for superintendents and senior administrative staff to network and discuss strategic management issues in an intimate setting.

Westin Waterfront Boston
425 Summer Street
Boston, MA 02210
(617) 532-4600

Conference Agenda

Sunday, April 29, 2007 (Recommended)

Location: Exchange Conference Center, Boston Waterfront

4:00pm – 5:00pm	Recap: Marketing Strategy For School Districts
5:00pm – 6:00pm	Recap: Branding Tools & Tactics
6:30pm	Reception & Buffet Dinner

Monday, April 30, 2007

Location: Commonwealth Ballroom, Westin Hotel

7:00am – 8:00am	Breakfast
8:00am – 8:30am	Branding & Marketing Tactics: Key Themes
8:30am – 10:00am	Case Study: Boston Public Schools
10:00am – 12:00pm	Wiki's and Podcasts and Blogs, Oh My!
12:00pm – 1:00pm	Lunch
1:00pm – 3:00pm	Rethinking Segmentation & Market Research
3:00pm	Final Comments & Adjournment