



SUPERINTENDENTS' STRATEGY SUMMIT

The Brand Promise: Communications as a Strategic Asset
January 24-26, 2007, Four Seasons Hotel, Miami, FL

Four Seasons Hotel Miami
1435 Brickell Avenue
Miami, FL 33131
(305) 358-3535
(305) 358-7758

Conference Agenda

Wednesday, January 24, 2007

6:00pm – 8:00pm Reception at Bahia Bar, Four Seasons Hotel

Thursday, January 25, 2007

7:00am – 8:00am Breakfast
8:00am – 8:45am The Brand Promise: Overview & Exercise
8:45am – 10:00am Case Study: Cunard Line, Ltd.
10:00am – 12:00pm Marketing Strategy for School Districts
12:00pm – 1:00pm Lunch
1:00pm – 3:00pm Brand Building Tools & Tactics
3:00pm Adjournment
7:00pm Group Dinner: *Mendoza Restaurant*

Friday, January 26, 2007

7:00am – 8:00am Breakfast
8:00am – 8:30am Overview & Exercise
8:30am – 10:00am Parental Outreach Strategies
10:00am – 12:00pm Case Discussion: Strategic Communications at Boston Public Schools
12:00pm – 1:00pm Lunch
1:00pm – 3:00pm Topics in Communications Strategy
3:00pm Adjournment

- All meeting sessions will be held in the Miami Room on the sixth floor of the hotel.
- All meals will be served in the Coral Gables Room on the sixth floor of the hotel.
- Coffee breaks will be taken in between meeting sessions in the Miami Foyer