

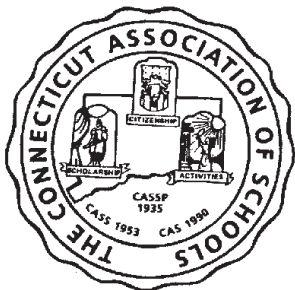
**Directions to
Nathan Hale School,
480 Townsend Avenue,
New Haven, CT 06512
203-946-8669**

Non-Profit
Organization
U.S. Postage
PAID Permit
No. 90
New Haven, CT

From 95N: Take Exit 50. At the second light, take a right onto Townsend Avenue. The school is 1.3 miles from the highway on the right.

From 95S: Take Exit 51, Frontage Road, take a left onto Townsend Avenue

From 91S: Merge onto 95N via the exit on the left toward New London. Take Exit 50. At the second light, take a right onto Townsend Ave.



Connecticut Association of Schools
30 Realty Drive
Cheshire, CT 06410

*Presented by CAS,
ConNSPRA and CABE*

Are You Ready to Respond in a Crisis?



**February 14, 2006
9:00 am – 11:30 am
Nathan Hale School
480 Townsend Avenue
New Haven, CT 06512**



Are You Ready to Respond in a Crisis?

A teacher is injured at school, the building is locked down, and the national media coverage. Now what? This first-hand account looks at how preparedness, planning and a united team of school leaders came through when it mattered most. Discover the day-to-day ways of communicating that will help you manage situations, and the operations practices that truly have an impact in the years before – let alone the day of – an incident. Learn how this systemic response will help you and your district face the next inevitable crisis in your schools.

Topics include:

- The key elements of a school district PR operation that prepare you for a crisis
- Quality response: what it is and how to make it happen
- Practical ways to focus on service to schools to support student achievement
- Strategies to respond to staff turnover and inexperience in school leaders

- Proven tools to build organizational capacity for crisis response
- Valuable lessons from a major crisis
- The new ways the web can maximize your communications reach during a crisis – and throughout the year

Presenter: *Brian Woodland* is Director of Communications and Strategic Partnerships for the Peel District School Board, Canada's largest school district outside of Toronto with 145,000 students in 220 schools. He is included as part of *Who's Who in Public Relations in North America* and has been recognized with awards for his professional and volunteer work. He has received many honor and awards including the National School Public Relations Associations Award of Excellence. He has received his APR – accredited in public relations – designation from the Public Relations Society of America. Brian has received many national and international awards for communications excellence, including three NSPRA Gold Medallions, the highest award given in North America.

Registration Form

____ Yes, I plan to attend the **Are You Ready to Respond to a Crisis?** workshop on February 14 at the Nathan Hale School in New Haven.

Name _____

Address _____

City _____

State _____ Zip _____

Daytime Phone _____

Email _____

Fee: \$40 per person

Payment information:

☐ Check (payable to CAS)

☐ PO # _____

☐ Visa ☐ Master Card

Card Number: _____

Expiration Date: _____

Signature: _____

Mail completed registration form
and payment to:
CAS, 30 Realty Drive,
Cheshire, CT 06410
or fax to: 203-250-1345.

**You can also register on-line
at www.casciac.org/register**