



Leadership Development Workshop

Managing the Message: Using the Media to Tell Your Story April 27 and 28, 2017

Canad Inns Fort Garry
1824 Pembina Hwy. Winnipeg, MB

Facilitators:

Tanis Pshebniski
Barb Isaak

Assistant Superintendent, St. James-Assiniboia School Division
Superintendent, Sunrise School Division

Workshop Description

The purpose of this workshop is to provide the opportunity to learn about current issues on using the media to tell your story. The session will highlight school division stories, reframing perspectives in communication and application within present school division practices.

Thursday evening – Using the Media to Tell Your Story

- Introduction
- Three school divisions will share their stories. After the presentations, there will be table group discussions.

Friday am – Reframing Perspectives in Communication

- Kelly Din Communications Officer, Winnipeg Police Service

Friday pm – Proactive Strategies Managing the Message

- Ted Fransen Superintendent, Pembina Trails School Division
- Stacey Ashley Communications Officer, Pembina Trails School Division

Schedule

Thursday, April 27

5:30 pm	Dinner
7:00 - 9:00 pm	Intro and Sharing
9:00 - 11:00 pm	Networking

Friday, April 28

9:00 - 11:00 am	Reframing Perspectives in Communication
11:00 - 11:30 am	Discussion
11:30 - 12:30 pm	Lunch
12:30 - 1:30 pm	Managing the Message
1:30 - 2:00 pm	Reflections

Registration: \$150.00 (Includes Thursday dinner, Friday continental breakfast and lunch)