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**Leadership Development Session**

**Communication: Part II**

**Thursday, April 10 – 11, 2025**

**Hilton Garden Inn Winnipeg South 495 Sterling Parkway, Winnipeg**

The Leadership Development Committee is inviting you to attend our April session that will focus on extending the work we did together in January related to communication strategies and stances for senior executives.

Building on the success of those two days, please consider joining us as we explore more deeply the tenets of strong communication strategies and, in particular, consider crisis communications.

**Accounts From the Field**

Two of our colleagues will share how they navigated the communications required as they faced difficult situations:

* Shelley Amos, Pembina Trails School Division
* Mathew Gustafson, Brandon School Division

**Learning From an Expert**

Warren Weeks is a Canadian media/communication specialist based in Toronto, Ontario. He has established a reputation for providing executives with sound, strategic communications counsel - often under tight timelines and volatile circumstances, such as work disruptions, bankruptcies, mergers and acquisitions, plant closures, food/water contaminations and more.

During his hour with us, his presentation will focus on best practices and specific tips for crisis management and media relations in controversial circumstances.

**Connecting to our own Practice**

Using a facilitated conversation, we will consider our own questions of practice related to communications to learn from one another.

The session on Friday afternoon will centre the emergent issues that we face as senior leaders of school divisions. Using an EdCamp approach, we will identify topics for conversation (e.g., teacher shortage, cybersecurity strategies, intensive newcomer supports) and engage with colleagues who are interested in exploring those topics. This will be a unique opportunity to listen to and learn from our colleagues across the province.

**Schedule**

**Thursday, April 10** **Friday, April 11**

5:30 pm - 7:00 pm Dinner 9:00 am - 12:00 pm Session

7:00 pm - 9:30 pm Networking 12:00 pm - 1:00 pm Lunch

1:00 pm - 3:30 pm Wrap-up

**Registration: $260.00** (includes dinner and Friday lunch)