



Victorian Principals Association presents...

PR for Principals – Managing the Vibe

A workshop for Principals, Assistant Principals and School Leaders

VPA, along with Denis Masseni* are offering this half-day workshop that will provide school leaders with the tools to manage community perceptions.

Workshop Overview:

Your community carries perceptions about the school's performance well beyond those provided by NAPLAN metrics. Opinions vary about the quality of the teaching staff, leadership, value systems, your programs and the ability of the school to manage difficult situations. These perceptions can be managed. Every school has a vibe.

'PR for Principals: Managing the Vibe' takes a simple public relations approach contextualised for schools. The overarching objective is to manage community perceptions through the use of key messages. Don't fear, the program does not ask you to become a prolific publisher; in fact, it strongly recommends you write less.

Learn how to;

- Strategically position the principal as the educational leader
- Plan your 'vibe' around your school's aspirations
- Build a shared understanding on what the school stands for with key stakeholders
- Effectively manage apps, websites, newsletters, social media and parent portals
- Measure your new 'vibe'

Cost: **Members \$100.00 (Inc. GST)**
 Non- members \$130.00 (Inc. GST)

Date: **Wednesday 8 March 9.30am – 12.00pm**

Venue: **VPA Office, Unit 2, 13 – 21 Vale St, North Melbourne**

Parking Details:

- Park at 'Crown' and catch the 55 tram
- Catch tram 59 from Cnr Flinders St and Elizabeth St
- There is very limited parking at either end of Vale St, in Wreckyn or Villiers Streets (4 hour max)
- Royal Melbourne Hospital - Corner Grattan St & Royal Parade Parkville – Wilson Parking

Morning tea provided.

***Denis Masseni**

After a 20 year corporate career, Denis entered the digital world in 2000 joining Monash University. He commenced as a sessional lecturer then soon became program director of the Master of Multimedia/Master of Design degrees. Denis continues his association with Monash University teaching digital and social media and has also taught at RMIT University in the public relations program. In 2007 he formed The sponsor-ed Group, quickly becoming one of Australia's leading developers of school websites.

Denis has conducted two significant pieces of research into schools and communications; the paper 'Why schools are spooked by social media' and his newsletter research 'The Future of School Publishing' that has now been viewed over 23,000 times. Denis Masseni is a member of the ACEL Victoria Executive.



Victorian Principals Association

Tax Invoice - ABN 53 483 039 713

I register for '*PR for Principals – Managing the Vibe*' at
Unit 2, 13-21 Vale St. North Melbourne

Wednesday 8 March 9.30am to 12.00pm

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Non- member \$130.00 (Inc. GST) per workshop

New **VPA member within the last six months**

Name/s:

Position: Principal Assistant Principal Leading Teacher

School:

Contact Ph. No: Email:.....

Cheques payable to "Victorian Principals Association"

**EFT payments to Commonwealth Bank:
Creditor Name: VPA BSB: 063 238 Account No: 10021838
All EFT payments to be accompanied by remittance advice emailed
to soconnor@vpa.org.au**

Please ensure that a **COPY of the registration form is sent to your accounts department to generate the payment.**

The form is also to be emailed to soconnor@vpa.org.au

Credit Card: Visa MasterCard

Name on Card:

Credit Card Number

Expiry date

A confirmation of your registration will be sent via email.

Cancellation of attendance is required 7 days prior to workshop for reimbursement.
Numbers are limited for effective group interaction.

Please RSVP to Sue O'Connor at soconnor@vpa.org.au by Wednesday 1 March