

CONFERENCE AT A GLANCE

District 7



District 7
Conference
Spokane, Wa

in

INSPO

NCMPR 2024 District 7 Conference October 16–18, 2024

DoubleTree by Hilton Spokane City Center | Spokane, WA

Inspiration. “Inspo” for short. It’s critical to our work as community college marketers. We seek ways to be inspired, to be creative, and more importantly find ways to help students find their futures in higher education.

This October, you can get that inspiration from your fellow District 7 marketers. We will make our way to the Lilac City of Spokane, the hub of the Inland Northwest, for our annual district conference, “Inspo In Spo.” And we’d love to see you there.

The **Doubletree Spokane City Center**, located in the heart of Spokane’s downtown, will be our event host, just a few minutes’ walk from **Riverfront Park** and **Spokane Falls**, the largest urban waterfall in America. You’ll also find yourself close to everything Spokane has to offer, including shopping, dining, wine tasting, and the **Davenport Arts District**.

While Spokane is home to Hoopfest, the world’s largest three-on-three basketball tournament, you won’t need to jump through hoops to net inspiring new ideas at the conference. Your fellow District 7 members will be sharing ideas and stories that are real slam dunks.

Take this opportunity to network, discover, and find your “Inspo in Spo!”

Thank You To Our Sponsors And Exhibitors



Every year, NCMPr lines up representatives from marketing and advertising agencies and consulting companies to exhibit their products and services. If you’d like to participate as an exhibitor or sponsor, contact Marisa Pierce.

Marisa Pierce, District 7 Director | 360.416.7957 | marisa.pierce@skagit.edu

Conference Program

Day 1 - Wednesday, October 16

- 4 p.m. Hotel Check-in | DoubleTree by Hilton Spokane City Center
- 4-5:30 p.m. Registration | Hotel Lobby
- 6-9 p.m. Welcome Reception/Dinner | Flatstick Pub
Sponsored by Stamats

Day 2 - Thursday, October 17

- 8-9:15 a.m. Breakfast, Exhibitor Mingling, and Registration
- 9:15-9:45 a.m. **NCMPR National Update**
Virginia Moreland, NCMPR President
- 9:45-10:45 a.m. **Keynote: The Role of Education in Combating Hate**
Speaker: **Kristine F. Hoover, Ed.D.**
Professor, Organizational Leadership and Department Chair,
Gonzaga University School of Leadership Studies (Graduate)
- 10:45-11 a.m. Break – Refreshments
- 11 a.m.-12 p.m. **Unveiling the Power of ‘Why’:
Storytelling as a Path to Purpose and Connection**
Dr. Lori Hunt, Chief of Staff and Strategy /
Community Colleges of Spokane
- 12-1 p.m. Lunch and Exhibitor Mingling
- 1-2 p.m. **Capture the Moment: Mastering Phone Photography
and Videography for Marketing**
Rebecca Long, Director of Marketing and Strategic Communications /
Lane Community College
- 2-2:30 p.m. **How Website Audits Help Teams Get Started,
Get Funded, and Get Things Done**
Sandra Fanchar, Chief Innovation Officer / Stamats and
Lori Hall, Executive Director of College Relations and Marketing /
Clackamas Community College
- 2:30-2:45 p.m. Break – Refreshments
- 2:45-4 p.m. **Speed Networking: Job Edition**
Facilitated by: Michele Purcell, Executive Director of College Relations,
Marketing and Communications / Flathead Valley Community College
- 4-6:30 p.m. Free time to explore.
- 6:30-7:30 p.m. **“Inspo24” Awards of Excellence and
Medallion Awards Cocktail Reception**
Featuring a cash bar and light hors d’oeuvres.
- 7:30-10 p.m. **“Inspo24” Awards of Excellence and
Medallion Awards Dinner and Ceremony**



Conference Program

Day 3 – Friday, October 18

- 8-9 a.m. "Behind the Medallions" Panel and Breakfast
- 9-10 a.m. **Hacked! How to Communicate When Your College Goes Offline**
Lori Hall, Executive Director of College Relations and Marketing / Clackamas Community College
- 10-10:30 a.m. Exhibitor Mingling and Break – Refreshments
- 10:30-11:30 a.m. **Mitigating the Impact of the 2026-2027 Enrollment Cliff: Strategic Marketing Solutions for Community Colleges**
Kristy Phillips, Senior Director of Client Success and Allison McLallen / Carnegie
- 11:30 a.m.-12:30 p.m. **CRMocracy: Campaigning Your Governance for Organized Recruitment Efforts**
Erin Mitchell, CRM System Administrator and Karly Ramsey / Community Colleges of Spokane
- 12:30-1 p.m. District 7 Meeting, Conference Wrap Up, Swag Exchange, Prizes
- Boxed lunch to go.



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16-18
2024

TRAVEL

Hotel Accommodations

DoubleTree by Hilton Hotel
Spokane City Center
322 North Spokane Falls Court
Spokane, WA 99201
509.455.9600

Make Your Reservation:

Online Reservations



Room Rate: \$177 per night
(plus applicable taxes)

Reservation Cutoff: Sept. 24, 2024.

NCMPR District 7 has reserved a room block with limited availability at this rate. Book as soon as possible.

PARKING

Daily event parking is \$15.
Overnight parking is \$25 per vehicle.

TRANSPORTATION

The Spokane International airport is conveniently an 8-mile drive or about 15-20 minute drive to the conference hotel.

Find more travel information:



CONFERENCE FEES

Early Bird Paid by Sept. 24
NCMPR Member*
\$300 per person

Regular Paid on or after Sept. 25
\$350 per person

** You must be a member of NCMPR before registering for the conference. Go online to ncmpr.org and click on "Join NCMPR."*

Click here to register today!



Information is subject to change.

Cancellation policy: Cancellation and refund requests must be made in writing on or before Sept. 24, 2024. NCMPR will issue a refund of the conference fee, minus a \$75 administrative fee. Email requests to the District 7 Director. Substitutions are gladly accepted. No refunds will be granted for requests made after the deadline. For special circumstances (family or medical emergencies) that arise after the deadline, NCMPR will issue a full refund with proper documentation.

Questions?

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