

Turn Up Your Marketing Mastery

The 2024 NCMPR District 3 Conference will be held in Cleveland, Ohio, September 25-27 at the Crowne Plaza Hotel at Playhouse Square.

Get ready to rock out with your colleagues this fall in the home of rock and roll! We're cranking up the volume on our marketing strategies and riding the wave of the latest trends and best practices.

Conference Agenda

Wednesday, September 25

3:30 – 5 PM

Welcome Registration

5 – 8 PM

Opening Reception @ Pickwick & Frolic - 2035 E. 4th Street

Jennifer Thompson | District 3 Conference Coordinator
Executive Director, College Communications, Rock Valley College

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The logo for Vendi Advertising, featuring the word "Vendi" in a red, serif font.

Thursday, September 26

7:30 – 8:30 AM

Registration Open (Floor 2)

7:30 – 8:15 AM

Breakfast Buffet – (Palace Ballroom)

8:15 – 9:15 AM

Keynote Speaker: Joe Pulizzi (Palace Ballroom)

9:30 – 10:30 AM

Breakout Sessions – (Pick One)

- Brand Ambassadors: From Garage Band to Main Stage
- Enrollment Results – Driven Marketing: Pro Tips to Increase Results with Your current Budget
- Mastering Marketing Department Management

10:30 – 10:45 AM

Break

10:45 – 11:45

Breakout Sessions – (Pick One)

- Inclusive Storytelling: Why DEI Should Be Core to Your Storytelling Process
- Drowning in Marketing Requests with Limited Staff

- The Top Strategies for Marketing an Effective Enrollment Campaign

11:45 – 12:15 PM **Vendor Showcase (Floor 2)**

12:15 – 1 :15 PM **Welcome Luncheon - Celebrating 50 Years of NCMPR**

Virginia Moreland | NCMPR President
 Director of Marketing and Advertising, The College System of Tennessee

1:15 – 2:15 PM **Breakout Sessions - (Pick One)**

- Everything I Know About Social Media, I Learned from F*R*I*E*N*D*S
- Removing Barriers & Improving Communications in the Student Enrollment Process
- Mitigating the Impact of the 2026 – 2027 Enrollment Cliff: Strategic Marketing Solutions

2:15 – 2:30 PM **Break**

2:30 – 3:00 PM **Short-Take Sessions - (Pick One)**

- Spice Up Your Social: Making Educational Content Entertaining
- Moving the Needle on Alumni Engagement

3:00 – 3:15 PM **Break**

3:15 – 3:45 PM **Short – Take Sessions - (Pick One)**

- Daily Dose of Happiness: Creating a Positive Mindset
- Meeting the Demands for Better Employee Relations
- Social Media Can Be a Drag

3:45 – 4:30 PM **Vendor Showcase (Floor 2)**

4:30 – 6:00 PM **Free Time**

6:00 – 9:00 PM **Medallion Awards Ceremony & Dinner**

Victoria Monteiro | District 3 Director, NCMPR
 Institutional Advertising Manager, Cuyahoga Community College
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Friday, September 27

7:00 – 8:00 AM **City Walk**

8:00 – 9:30 AM **Breakfast & Can You Make It Pretty? Podcast**

9:30 – 9:45 AM **Break**

9:45 – 10:45 AM **Breakout Sessions (Pick One)**

- Making Mascot Magic: A Guide to College Mascot Creation
- Higher Education Communications and Support
- Neurodiversity Jam Session: Amplifying Inclusion at Work

10:30 – 11:15 AM **Bus Transportation to Rock & Roll Hall of Fame**

11:15 – 12:30 PM **Awards of Excellence Luncheon & Closing Remarks**

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