



Communications Preconference Schedule

*Unless otherwise noted, all events will take place in Regency B.

Wednesday, Nov. 19

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| 3:00 – 6:00 p.m. | Communications Preconference Registration
<i>Regency Coat Room</i> |
| 7:00 – 8:30 p.m. | Communications Preconference Opening Reception
<i>Regency Foyer</i> |

Thursday, Nov. 20

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| 8:00 – 8:45 a.m. | Breakfast
<i>Sterling 6</i> |
| 8:45 – 9:15 a.m. | Welcome and Prayer
<i>Regency B</i> |
| 9:15 – 10:15 a.m. | Keynote Address
"Communicating the Lasallian Mission in the 21 st Century" |
| 10:15 – 10:30 a.m. | Break
<i>Coffee available outside Regency B</i> |
| 10:30 – 11:30 a.m. | Concurrent Breakout Sessions
<i>Participants will have the option to attend one of two available breakout sessions.</i> |

Option 1: "Marketing with Fresh Eyes: Love Your Neighbor"

Regency A

Option 2: "Crises Large and Small: Communicating Effectively Through the Challenging Moments"

Regency B

11:30 a.m. – 12:45 p.m.

Lunch and Learn

Sterling 6

Participants will be invited to sit together based on roles at their ministries for networking and sharing of best practices.

12:45 – 1:45 p.m.

General Session

"The Rise of the AI Revolution and Implications for Your School"

1:45 – 2:00 p.m.

Break

2:00 – 3:00 p.m.

Panel Discussion: Success Stories and Challenges

3:00 – 3:30 p.m.

Table Discussions

3:30 – 4:00 p.m.

Next Steps and Closing Prayer
