



# SCHOOL COMMUNICATIONS/MARKETING NETWORK



TUESDAY, APRIL 5, 2022  
9-10 a.m. Zoom

## Let's Create a Video: Seven Secrets for School District Success

School districts are discovering that video is the most powerful form of communication. Learn seven secrets for success, whether you're a beginner or a pro. Tom will share why video can be so powerful, show some inspiring examples, and arm you with seven tips you can use to help with your video efforts. Be inspired with how you can incorporate video into your Teacher Appreciation Week in May.

*Featuring... Tom Jackson, APR*

Tom Jackson, APR, is the Director of Communications for District 45, DuPage County, in Villa Park, Illinois. Tom serves as a board member and President-Elect for INSPRA, the Illinois Chapter for the National School Public Relations Association. For as long as he can remember, Tom has loved communication, even as a small boy. That love has led to over 30 years of professional communication and PR experience.



In addition to six years in School PR, Tom has owned his own PR agency, worked for a private, child welfare agency specializing in adoption, and began his career in a faith based-organization. As an accredited public relations professional working in school PR, Tom says that the best part of what he does is seeing tangible results: increased awareness and understanding, new relationships, the critical mass moved into action—and trust, earned and kept, because of effective communication.



**Advanced registration is appreciated for this virtual meeting.**

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For assistance, please contact Roni Staimpel [roni.staimpel@escneo.org](mailto:roni.staimpel@escneo.org) or 216-901-4233

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