



APRIL 1-3
nsba 2023
ORLANDO

The Conference for Public Education Leaders

Promotion Toolkit

This toolkit is an easy-to-use guide that will assist you in promoting NSBA's Annual Conference. The toolkit provides the messaging and creative assets to support your promotion efforts.



Key Messaging

There is magic throughout school districts across the nation. The NSBA 2023 Annual Conference & Exposition is a national event that brings together education leaders to share and learn about best governance practices, gain insight into child development, and explore new programs and technology that can help enrich student learning.

NSBA 2023 is one of the few—if not the only—places where school board members from around the country can receive the training necessary to address the instructional needs of students and to improve the efficiency of district operations.

Social Media Posts

The NSBA Annual Conference & Exposition is a must-attend event for school board members, superintendents, public education advocates, and education leaders. Join us April 1-3 in sunny Orlando! #NSBA23

NSBA's Annual Conference offers world-class programming, inspirational keynotes, and networking opportunities. Plus, registering for the in-person event grants you access to the online offering. #NSBA23

NSBA 2023 offers over 100 sessions, master classes, preconference workshops, school board member trainings, and valuable networking opportunities. Register today. #NSBA23

Good governance and strong relationships are the foundations of effective school boards. Join us at NSBA's Annual Conference, where multiple sessions across several tracks will offer insight into developing powerful strategies to achieve success. #NSBA23

All students deserve a high-quality education that enables them to fulfill their potential. Join us at NSBA's Annual Conference, where multiple sessions will help you uplift underserved students. #NSBA23

NSBA's Annual Conference will include keynotes from ABC TV's "Abbott Elementary" star Sheryl Lee Ralph, NBC's "Today" co-host and bestselling author Jenna Hager, and founder of Siri, Adam Cheyer. Register now to hear from these inspiring and dynamic speakers. #NSBA23

Looking for inspiration? NSBA has plenty at the NSBA 2023 Annual Conference. Hear from Sheryl Lee Ralph, Jenna Hager, and Adam Cheyer and more at #NSBA23.

Sheryl Lee Ralph, ABC TV's "Abbott Elementary" star; actress, singer, and advocate, will join NSBA as keynote speaker at NSBA 2023, April 1-3. Register now and attend this inspiring keynote. #NSBA23

Jenna Hager, NBC's "TODAY" co-host and bestselling author, will take center stage to share impactful stories of how small changes can make a big difference. Register now and attend this inspiring keynote. #NSBA23

Adam Cheyer, founder of Siri, engineer, and entrepreneur, will share insight into the future of virtual education. Register now and attend this inspiring keynote. #NSBA23

Social Imagery



[Click here to download social images.](#)

Talking Points

The following talking points provide an excellent overview of our conference and include helpful language for describing it:

- NSBA's Annual Conference is a national event that brings together education leaders, including school board members, superintendents, assistant superintendents, school business officials, school safety officers, state associations, and more.
- This must-attend event is one of the few—if not the only—settings where school leaders from around the country can receive the insight and training needed to address current trends in the instructional needs of students and to improve the efficiency of district operations on a national level.
- There is magic throughout school districts across the nation. NSBA convenes education leaders to share and learn about best governance practices, gain insight into child development, and explore new programs and technology that can help enrich student learning.
- This must-attend event is one of the few—if not the only—settings where school leaders from around the country can receive the insight and training needed to address current trends in the instructional needs of students and to improve the efficiency of district operations on a national level.
- The conference offers over 100 concurrent sessions spanning nine hot topic focus areas: Advocacy; Equity & Diversity; Governance & Executive Leadership; Innovation in District Management; Personal Development; School Board/Superintendent Relationships; Safe & Supportive Schools; Student Achievement, Assessment & Accountability; Technology & Digital Learning Solutions.
- Conference attendees will have the opportunity to gain insight and inspiration from impactful and inspiring keynotes, including Sheryl Lee Ralph, ABC TV's "Abbott Elementary" Star; Actress, Singer, Advocate, Jenna Hager, Co-Host, NBC's "TODAY"; Bestselling Author, and Adam Cheyer, founder of Siri, engineer, and entrepreneur.
- Attendees can make new connections and reconnect with other leaders from their region and across the country.
- There are three ways to experience NSBA 2023:
 - 1. In person**
Educational sessions, networking, speakers, and solution providers all in person in Orlando, FL. Plus, registering for the in-person event grants you access to the online offering for 90 days after the event ends.
 - 2. Online**
Online access includes three live-streamed keynote sessions and a selection of popular prerecorded sessions.
 - 3. One-Day Pass (Purchase Available On-site Only)**
Select Saturday, Sunday, or Monday of the in-person event in Orlando. In just one day you can deepen your understanding of district leadership and transformation, educational equity, learning technology, trauma-informed schools while still connecting with your peers. One Day Passes do not have access to the online offering.

To request a specific size for a website banner or ad, please contact Erina Gilmore at egilmore@nsba.org.