



PRICING – \$220/HOUR*

Elevate your leadership presence with ASBA Communications Trainings

Enhance your **public speaking and crisis response skills with expert-led training**, designed specifically for school leaders. Led by **APR-accredited professionals**, these interactive sessions equip your team with the **confidence and strategies** needed to **communicate effectively in any situation**.



Media & Public Speaking Training

- **Build confidence in public speaking** – Deliver clear, compelling messages with ease.
- **Master media engagement** – Navigate press interviews and conferences with poise.
- **Refine your presence** – Develop strong, professional speaking style.

Hands-on, interactive training includes

- ✓ Mock interviews & press conference simulations
- ✓ Speech delivery exercises
- ✓ Media engagement strategies



Training Details

- Led by APR-accredited experts with extensive experience in school communications
- *\$220/hour for up to 30 participants (plus required prep time)
- Travel reimbursement may apply
- 2 hour long trainings



Crisis Communication Training

- **Strengthen crisis preparedness** – Equip your team with a strategic response plan
- **Ensure message control** – Manage narratives effectively in high-pressure situations.
- **Train as a unified team** – Develop a consistent district-wide communication strategy
- **Enhance community trust** – Foster transparency and confidence with stakeholders

Practical, Real-world crisis readiness includes:

- ✓ Crisis response planning
- ✓ Message control & media engagement
- ✓ Stakeholder coordination
- ✓ Real-time crisis simulation exercises

Ready to Strengthen Your District's Communication Strategy?
Contact **Heidi Vega, APR, ASBA Communications Director** at hvega@azsba.org or call 602-254-1100. Let ASBA help you communicate with confidence and impact!