

# education summit 2010



## transportation

Activities for the Educator Summit begin at 8:30 AM on Thursday, August 19, 2010 and officially end at 2:00 PM on Saturday, August 21, 2010. At the end of the Summit there is an optional celebration you are invited to attend that begins at 2:00 PM. Please make your flight arrangements accordingly. Transportation from Sky Harbor International Airport will be provided on Wednesday, August 18, 2010 between 4:00 – 7:00 PM. If your flight does not arrive during this time it is your responsibility to arrange your transportation from Sky Harbor International Airport. All transportation returning to Sky Harbor International Airport is provided.

## hotel accommodations

During the Summit you will be staying at the sizzling hot and sparkling cool, W Scottsdale. The W Scottsdale is infused with natural water elements flowing with meditative energy and is surrounded by exhilarating arts, sophisticated shopping, destination golf and a pulsating nightlife in our most livable city. For more information about the W Scottsdale, please visit their website [W Scottsdale](#).

Please do not contact the hotel directly to reserve your room, all accommodations have been arranged.

W Scottsdale  
7277 East Camelback Road  
Scottsdale, AZ 85251  
T 480 970 2100

## what to bring

*please plan to bring the following items for the summit:*

- laptop
- black suit
- white shirt
- intellectual curiosity

## dress code

The dress code for the summit is business casual with the exception of Friday, August 20, 2010. Please plan to wear your PCA SKIN black suit and white shirt for photos.

## prep work

The summit provides an opportunity for you to build camaraderie, share ideas and learn from one another. To reinforce this, you will be participating in two exciting activities.

For the team building activity, you will be grouped into teams of five. Each team will be given an education related challenge. The objective for this activity is to work as a team to uncover the best solution and present it to the group. To prepare for this activity, please submit an education related challenge you have encountered to [ayeargin@pcaskin.com](mailto:ayeargin@pcaskin.com) by Friday, July 23, 2010.

# information

The second activity involves the analogies you use when teaching a PCA SKIN seminar. For this activity you will be grouped in pairs (please reference the chart below). Each pair will be responsible for determining the best and most unique analogy you use for delivering difficult information. At the summit each pair will be given five minutes to present their analogy to the group. To prepare for this activity please contact your assigned partner to brainstorm and determine what analogy you and your partner will be presenting prior to the summit.

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