



# Coaching for Change Conference: Justify Your Attendance

# SREB

Southern Regional  
Education Board

Atlanta, Georgia • May 6 - 7, 2025

## About the Conference

The demand for school leadership and instructional coaches in schools, districts and states has never been higher, but until now, professional development for these educational MVPs has been hard to find. That's why the Southern Regional Education Board launched the nation's only professional learning event designed exclusively for coaches like you, no matter what grade level, content area or improvement need you serve.

Each year the conference offers high-impact sessions on topics ranging from planning quality lessons and professional development, turning challenges into successes, building strong teams of teachers, utilizing a coaching cycle to shift instruction, encouraging a culture of learning with teachers and much more.

## Why Should You Attend?

Attendees will gain powerful insights into coaching teachers and adopting new coaching strategies in their schools and classrooms. Most sessions are led by real educators who share research-based, classroom-tested tools and strategies you can use right away to spark teacher growth and improve academic achievement. Coaches and leaders leave our conference reenergized and excited to share their learning with colleagues.

**Need your principal or district leader's approval?**

Download our sample letter that offers persuasive arguments for attending:  
<https://bit.ly/coaching-justification>

To learn more, visit our conference site:  
<https://www.sreb.org/school-improvement-coaching-change>

Attendees will:

- Identify ways to motivate teachers and help them make impactful shifts in instruction that will positively impact the success of their students
- Create caring school cultures that support the emotional health and well-being of students and staff
- Network with other educators
- Learn promising practices from peers and thought leaders
- Explore how to use data to make informed decisions
- Learn how to build stronger school teams
- Attract, prepare and retain highly skilled teachers and leaders

Registration includes admission to all conference sessions, daily continental breakfast, coffee and refreshment breaks, and hot lunches on Tuesday and Wednesday.