



**North Pole Santa School  
Presented for NORPAC–Santas  
by North Pole Marketing  
October 1, 2 & 3, 2020**

## Create the *Magic* of Christmas

***Without Any Tricks!***

***NOTE: All times are Pacific Daylight Time***

*All sessions will start on time and  
will end approximately 10 to 15 minutes before the hour.  
Schedule may be subject to change prior to the actual presentations.*

### **6:00 PM (PDT), THURSDAY October 1<sup>st</sup>**

- Meet and Greet hosted by NORPAC–Santas
- Explanation of how sessions will work by Santa Russell Albright
- Stories from the North Pole by Santa John Chilson  
Including how Bishop Nicholas became Santa Claus  
and the *true* story of Rudolph from Santa’s perspective

---

### **8:00 AM (PDT) FRIDAY October 2<sup>nd</sup>**

**Greetings from NORPAC–Santas  
Explanation of how sessions will work  
Introduction of Main Presenter**

#### **Session 1 – 8:15 AM (PDT)**

**What Do We Do *THIS* Year?**

*Not in Book*

**Developing Your Santa, Mrs. Claus or Elf**

**Chapter 1**

#### **Session 2 – 9:00 AM (PDT)**

**Becoming Santa by**

**Walking in the Footsteps of St. Nicholas**

**Chapter 2**

#### **Session 3 – Session 3 – 10:00 AM (PDT)**

**Why and How to BE Santa 24 x 7 x 365**

**Chapter 3**

**North Pole Santa School – Presented for NORPAC–Santas**

**Session 4 – 11:00 AM (PDT)**

**Children Today Are Different, But the Same  
Keep the Children *SAFE!***

**Chapter 4  
Chapter 5**

**12:00 PM (PDT)**

**Lunch Break**

**12:30 PM (PDT)**

**Online Meet & Greet**

**Session 5 – 1:00 PM (PDT)**

**Raise Your Entertainer Level and Value**

***Not in Book***

**Session 6 – 2:00 PM (PDT)**

**Be a PROFESSIONAL!  
Manage Your Events  
Make Every Event a Success**

**Chapter 7  
Chapters 6 & 7  
Chapters 7, 8 & 9**

**Session 7 – 3:00 PM (PDT)**

**FILL Your Event Calendar**

**Chapter 6**

**4:00 PM (PDT)**

**End of Today's Sessions**

**North Pole Santa School – Presented for NORPAC–Santas**

**Session 8 – 8:00 AM (PDT) SATURDAY October 3<sup>rd</sup>**

**Being Mrs. Claus**

Special Guest Presenter – Mrs. Claus, Kam Breitenbach, KoSN

**Storytelling for Santa**

Special Guest Presenter – Santa Gary Jones

**Session 9 – 9:00 AM (PDT)**

**Mrs. Claus and Her Puppet**

Special Guest Presenter – Mrs. Claus, Christmas Carol Lee

**Where’s the Magic?**

**Chapters 1 – 7**

**Session 10 – 10:00 AM (PDT)**

**Promoting Your Events**

**Chapter 6**

**Session 11 – 11:00 AM (PDT)**

**The Online Santa**

**Not in Book**

**12:00 PM (PDT)**

**Lunch Break**

**12:30 PM (PDT)**

**Meet & Greet**

**Session 12 – 1:00 PM (PDT)**

**Quizzing Santa John, “Are you *really* Santa Claus?”**

**Session 13 – 1:30 PM (PDT)**

**Questions and Open Discussion**

**Thank–you’s and closing comments from NORPAC–Santas**

**Closing by Santa John**

**2:00 or 2:15 PM (PDT) *Approximately***

**End of Conference**