



**DO NOT MAKE TRAVEL ARRANGEMENTS UNTIL YOU RECEIVE A CONFIRMATION EMAIL FROM NIOA. OTHERWISE, SEATS CANNOT BE GUARANTEED.**

## Registration

### Before June 30

**Members: \$520.00 check, \$541.00 with a credit card**

We must **receive** your membership dues and conference registration form by June 30 to honor this rate. *You can pay conference fees at the door.*

**Non-Members: \$620.00 check, \$647.00 with a credit card**

We must **receive** your conference registration form before June 30 to honor this rate. *You can pay conference fees at the door.* By paying this fee, you receive membership in NIOA for the rest of calendar year 2017.

### After June 30 - For Both Members and Non-Members

**\$720.00 check, \$748.00 with a credit card**

*You can pay conference fees at the door.* By paying this fee, you receive membership in NIOA for the rest of calendar year 2017.

**Registration closes when conference sells out, so register early. No refunds will be granted after August 4, 2017.**

The conference registration form **is your invoice.**

(The word "invoice" appears at the top of the check registration form.)

Schedule is subject to change. Please go to NIOA.org to see any updates.

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## PAYMENT METHODS

The NIOA accepts checks, credit cards and cash for conference fees at the door.

- *There is a processing fee to use credit cards.*
- *Purchase orders are not accepted.*

**All registrations must be paid in full before or on the day of the event in order to attend.**

## Refunds

Credit card refunds can only be made for 30 days after the initial charge date. Credit card processing fees are **not** refunded for any reason at any time.

## CONFERENCE HOTEL

The conference fee does **not** include the cost of your hotel rooms. Discounted room rates are available until July 28, 2017 or until the block sells out, whichever comes first.

The conference hotel is the Sheraton Sand Key, 1160 Gulf Boulevard, Clearwater Beach, FL. **Call 727-595-1611 for reservations.** Do **not** call the 1-800 Sheraton reservations number. You must contact the hotel directly to get our room rate of \$114.00, plus taxes. Parking is free. For additional hotel information, please go to [NIOA.org](http://NIOA.org).

## WHAT TO WEAR

Meeting attire is business casual. We suggest dressing in layers since hotel meeting room temperatures can fluctuate.

## MEALS

Continental breakfast will be available each morning Sunday-Wednesday. There will also be receptions on Sunday and Wednesday nights with hot and cold hors d'oeuvres. All other meals are on your own, at your expense. One guest is allowed to attend the receptions. No children are allowed.

# Sunday, August 27



**7:00 am - 3:00 pm**      **Conference Check-in**

**7:00 - 8:30 am**      **Continental Breakfast**

**8:30 - 10:00 am**      **Public Affairs Methodology and Strategy** - Developed for public affairs professionals, this interactive workshop will prepare participants to work confidently with news media and make their points more effectively, and also work with the public and employ practical solutions utilizing public information and situational awareness technology. The exchange between reporter and spokesperson helps shape a story, influence the public, and provide important information to targeted audiences before, during, and after an emergency. Workshop participants will gain a better understanding of: (1) the role of the Public Information  
*cont.*

## QUESTIONS?

Contact Lisa McNeal at [nioa@comcast.net](mailto:nioa@comcast.net).

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Officer/Public Affairs Officer (PIO/ PAO); (2) how the media functions; (3) what information the public wants and needs; (4) how to use a message map to develop quotable sound bites; (5) how to take and maintain control of interviews; (6) the effect of body language and other non-verbal communication; (7) and how to conduct a remote interview. The workshop also includes live news broadcasts, simulated radio broadcast and digital news stories, and taped participant interviews that employ one of the safest and most realistic training environments, the Exercise News Network. Participants will have the opportunity to demonstrate key concepts during multiple exercises throughout the workshop, in addition to gaining hands-on practice with social media and new technology tools.

- 10:00 - 10:15 am**      **Break**
- 10:15 am - 12:00 pm**    **Methodology and Strategy continues**
- 12:00 - 1:30 pm**        **Lunch on your own**
- 1:30 - 2:15 pm**        **Methodology and Strategy continues**
- 2:15 - 2:30 pm**        **Break**
- 2:30 - 3:45 pm**        **Methodology and Strategy continues**
- 5:00 - 5:30 pm**        **Conference Orientation Meeting**
- 5: 30 - 6:15 pm**        **Regional Meetings**
- 6:30 - 7:30 pm**        **President's Welcome Reception**

## *Monday, August 28*



- 7:00 - 8:00 am**        **Conference Check-in/Continental Breakfast**
- 8:00 - 8:30 am**        **Opening Ceremonies**
- 8:30 - 10:00 am**      **The Pulse Nightclub Shooting** - June 12, 2016 saw the deadliest mass shooting in U.S. history when Omar Mateen opened fire inside the Orlando, Florida nightclub. Forty-nine people were killed and over 50 were injured. Public Information Officer Michelle Guido from the Orlando Police Department will discuss the event from the PIO perspective.
- 10:00 - 10:15 am**      **Break**
- 10:15 - 11:45 pm**      **The Lean PIO Shop** - Many Public Information Offices – sometimes even in major cities – have a staff of only one or two people. Social media can be a force multiplier and maximize the impact of the PIO IF you can avoid the ‘time suck’ that social media can become. In this presentation, Chief of Media Relations TJ Smith and PIO Jeremy Silbert from the Baltimore Police Department will give you instructions, tips, tricks, techniques and even a shopping list to help you make the most of your social media efforts, including live streaming.
- 11:45 am - 12:00 pm**    **Candidate Introduction**
- 12:00 - 1:30 pm**        **Lunch on your own**

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**1:30 - 2:30 pm**      **New York City Bombing** - On September 17, 2016, a pressure cooker bomb containing shrapnel exploded in the residential Chelsea neighborhood of Manhattan. Thirty-one citizens were injured to some degree. That same night, a second pressure cooker bomb was discovered, undetonated, four blocks away from the first. Were the New York bombs connected to an earlier explosion in Ocean County, New Jersey? How were PIO resources deployed? What immediate messages needed to be conveyed to New York residents on edge? What strategies were most effective in informing the public and mitigating rumor? NYPD Deputy Commissioner of Public Information Steve Davis will discuss answers to those questions and more concerning an occurrence that could happen anywhere, not just in America's largest city.

**2:30 - 2:45 pm**      **Break**

**2:45 - 3:45 pm**      **NYPD's Digital Manhunt** - The two vital components in a public safety agency's social media strategy are the regular posting of content to build the relationships and trust that are then critical to the second part of the strategy – crisis management. If your followers don't believe what you're telling them every day, you're at a disadvantage when the bad news hits. Yael Bar-tur, Director of Social Media and Digital Strategy for the New York Police Department, and NYPD Detective Scott Glick will review how social media was used after the bombings that injured dozens of people in the fall of 2016 and explain how social media can be a tool for policing, not just public relations.

**3:45 - 4:00 pm**      **Break**

**4:00 - 4:45 pm**      **Cyber Jeopardy!** - This dynamic, interactive presentation covers current issues about internet safety, information control, and social networking mistakes in an entertaining format. Formatted just like the Jeopardy! television show, the Cyber Jeopardy! game is tailored to our PIO audience to include current issues involving social media, mistakes to avoid and suggested best practices for PIOs – led by Sergeant Jeff Angermeyer of the Bergen County Prosecutor's Office Cyber Crimes Task Force.

## Tuesday, August 29



**7:00 - 8:30 am**      **Continental Breakfast**

**8:30 - 10:00 am**      **Fort Lauderdale Airport Shooting: A Myriad of PIO Issues** - Friday afternoon, January 6 was a busy day at Broward County's Ft. Lauderdale-Hollywood International Airport – families, some heading to cruise ships, and business travelers abound. Suddenly, without warning, a gunman appears in the baggage claim area of Terminal 2 and begins shooting. Five people were killed. Six others had gunshot injuries. More than 30 persons sustained injuries in the panic that followed. All flights in and out of the airport were suspended and the facility effectively shut down. Thousands of passengers were stranded on the property for hours while the airport was considered an active crime scene. This scenario fits the true meaning of having to immediately and effectively communicate to multiple constituencies in a crisis – not only in South Florida, but also across the United States and around the world. Public Information Office Director Veda Coleman-Wright from the Broward County Sheriff's Office and PIO Greg Meyer from the Ft. Lauderdale-Hollywood International Airport will share their experiences from that day, discuss their communication strategies, unexpected problems and lessons learned.

**10:00 - 10:15 am**      **Break**

**10:15 - 11:30 am**      **PTSD and First Responders** - Dealing with a near-death experience falling thru a floor in a fire the same day a local firefighter was killed; the double line of duty death (LODD) within his department; the suicide of a firefighter who helped recover the double LODD bodies; and other experiences changed the life of Battalion Chief Steve Conn from Colerain Township, Ohio. Hear how he recognized and addressed his PTSD.

**11:30 am - 12:00 pm**      **Voting and Business Meeting**

**12:00 - 1:30 pm**      **Lunch on your own**

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**1:30 - 2:00 pm**      **Exhibitor Introductions**

**2:00 - 3:30 pm**      **The Evolving Dynamic of Officer Involved Shootings: The Milwaukee Experience -**  
Since Ferguson, officer involved shooting incidents, regardless of the circumstances, have created the real potential for significant community disruption, protests and even violence. Such was the case in August 2016, when an armed man was fatally wounded by an officer in Milwaukee, Wisconsin. Amidst the unrest, protesters took to the streets, a gas station was set ablaze, and rocks were thrown at officers attempting to keep the peace. Captain Mark Stanmeyer, who retired earlier this year, headed the Milwaukee Police Department's communications team during this incident and the aftermath. He will speak to what happened, the department's communications strategy, and lessons learned.

**3:00 - 4:30 pm**      **Networking**

## *Wednesday, August 30*

**7:00 - 8:30 am**      **Continental Breakfast**

**8:30 - 9:45 am**      **A Perfect Storm: Risk and Crisis Communication Lessons Learned from the 2016 Gatlinburg Wildfires** - On November 28, 2016, wildfires devastated the Gatlinburg, Tennessee area killing 14, injuring 191 and damaging or destroying more than 2,400 homes and businesses. For nearly two months, local, state, and federal agencies worked to quell the fires. According to a Tennessee Emergency Management Agency statement by Director Patrick Sheehan, "The Sevier County wildfire is the most catastrophic wildland-urban interface fire event in the history of Tennessee, and the most devastating fire in the state since the 1916 East Nashville fire." This event of historical proportions has many lessons to be learned in the areas of emergency notifications, protective action communications, plans and procedures, and risk and crisis communications.

Argonne National Laboratory's Public Affairs Science and Technology (PAST) Fusion Center studied this event to: (1) add to the body of existing knowledge in risk and crisis communication principles; (2) provide the opportunity for greater information sharing and identification of risk and crisis communications best practices; and (3) identify lessons learned from the 2016 Gatlinburg Wildfires. Using event timelines, news reports, social media data, and stakeholder interviews, this study captured a list of lessons learned to share with communication professionals, first responders, and their respective communities. Data from this study will be presented in a timeline format. This presentation will be highly interactive, discussion driven, and facilitated to allow the audience to extrapolate lessons learned, discuss best practices, and identify training gaps.

**9:45 - 10:00 am**      **Break**

**10:00 - 11:30 am**      **TBA**

**11:30 am - 1:00 pm**      **Lunch on your own**

**1:00 - 2:15 pm**      **Redirecting Negative News Stories** - Conventional wisdom says there's no such thing as bad publicity. But that doesn't mean PIOs don't have to stand back up after 'a punch to the gut' and work with the very same people to redirect the message. Jeffrey Hammerstein from Wake County, North Carolina EMS will discuss the damage incurred from a negative news story and how he and his department worked to effectively restore faith and provide a greater understanding of how EMS works.

**2:15 - 2:30 pm**      **Break**

**2:30 - 3:45 pm**      **TBA**

**3:45 - 4:00 pm**      **Swearing in of President and Vice President**

**6:30 - 7:30 pm**      **Closing Reception with Door Prizes**

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