



# 2016 Training Conference

Downtown Hilton Hotel, Nashville, TN

Sunday-Wednesday  
Aug. 28 - 31, 2016

SEATING IS LIMITED AND WILL FILL QUICKLY  
REGISTER EARLY!

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## ABOUT THE CONFERENCE

The NIOA Training Conference is the only national meeting to focus exclusively on your needs as public information officers (PIOs). You'll gain new insights on crisis communication from experts who successfully handled some of the most intense, high-profile events in the nation. Problem-solve diverse scenarios and brainstorm media relations tactics through lively discussion sessions. In both formal and informal settings, reap the advantage of unrivaled networking opportunities with other dedicated PIOs from across North America.

## REGISTRATION

### Before June 30

**Members: \$495.00 check, \$515.00 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: \$595.00 check, \$619.00 with a credit card**

We must **receive** your conference registration form on or 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 2016.

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

**\$695.00 check, \$723.00 with a credit card**

Conference fees can be paid at the door. *You can pay conference fees at the door.* By paying this fee, you receive membership in NIOA for the rest of calendar year 2016.

## Day of Event Registration

\$795.00 check, \$827.00 credit card

This is the fee for all attendees who do not pre-register.

Those who register and pay at the door will receive NIOA membership for the rest of calendar year 2016.

**Registration closes on August 5, 2016 and no refunds will be granted after this date.**

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

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

## 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. The credit card fee will not be refunded for any reason, at any time.*
- *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 at both hotels are available until July 28, 2016 or until the block sells out, whichever comes first.

The conference hotel is the **Downtown Hilton Hotel**, 121 4<sup>th</sup> Avenue South Nashville, TN 37201. Call 615-620-1000 for reservations. **Do not call the 1-800 Hilton reservations number.** You must contact the hotel directly to get our room rate of \$149.00, plus taxes. There is also an additional charge for self-service and valet parking. Currently self-parking is \$22 a day and valet parking is \$34 per day.

The conference overflow hotel is **The Millennium Maxwell House Hotel**, 2025 Rosa L. Parks Blvd., Nashville, TN 37228. Call 615-259-4343 for reservations. The room rate is \$149.00, plus taxes. Parking is free and free limited bus service will be provided, to and from the Hilton, where the conference will be held.

## 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. Guests or spouses are welcome to attend the receptions. No children are allowed.

## QUESTIONS?

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

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## SUNDAY, AUGUST 28

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

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

**8:30 am - 3:00 pm**      **Survival Skills for the PIO** - This highly interactive workshop is designed to give both new and more seasoned public information officials up-to-date, proactive media relations tips for any news environment. "Who says they get to be in charge?" is the overall theme of the session, presented by Lt. Col. Jim Vance, USMC (Ret), which covers everything from developing effective organizational messages to identifying key media trends and their impact on the public service community. We will place emphasis on dealing with the media in high-visibility/bad news settings, writing effective news releases, and managing press conferences and briefings. The use of scenarios, small group interaction and case studies of recent high visibility events drawing national and international media attention will enhance the learning experience. Ample time will be allocated for questions and input from session attendees.

**3:00 - 3:45 pm**            **New Members Meeting**

**3:45 - 4:15 pm**            **Regional Meetings**

**6:30 - 7:30 pm**            **President's Reception**

## MONDAY, AUGUST 29

**7:00 - 8:00 am**            **Conference Check-in/Continental Breakfast**

**8:00 - 8:30 am**            **Opening Ceremonies**

**8:30 - 10:00 am**      **Terrorism in San Bernardino** - On December 2, 2015, San Bernardino County employees with Environmental Health Services were at the Inland Regional Center (IRC). San Bernardino Police were summoned to the IRC for an active shooter with multiple victims. Upon arrival, officers and deputies found 14 victims dead and 22 others injured. Over the next several hours, police tracked down the suspects responsible for the attack and a gun battle ensued. The two suspects died and two officers were shot during the barrage of gunfire. Sgt. Vicki Cervantes and PIO Cindy Bachman will discuss how they handled the intense, worldwide media coverage in the weeks following the shooting and how their plan worked for them.

**10:00 - 10:15 am**      **Break**

**10:15 - 11:45 am**      **Terrorism In Your Town** - More than ever, any one of us could find ourselves and our agencies responding to a terrorist incident. Attacks around the world and in American cities from New York to San Bernardino vividly demonstrate that we need to stay ready for anything, anywhere. In July 2015, a man opened fire on two military installations in Chattanooga, Tennessee, killing four Marines, a Sailor and wounding another Marine and a Chattanooga Police Officer before being killed in a shootout with police. In the first half of this session, FBI PIO Jason Pack will outline the media relations strategy, responses and challenges in Chattanooga. In the second half, terrorism expert Mark Fallon will examine the critical information PIOs must have to prepare for the threats that may be just over the horizon.

**11:45 am - 12:00 pm**   **Candidate Introduction**

**12:00 - 1:30 pm**        **Lunch on Your Own**

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

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**2:00 - 3:15 pm**      **Flooded: Managing the Rising Rivers of Emergency Information** - During 2015, South Carolina experienced multiple incidents on a national scale. The year ended with a historic flood that began in the capital region and crippled half the state, cutting off residents from rescue crews and PIOs from the media. During an incident period lasting almost a month, hundreds of roads were washed away; dams breached putting more people in harm's way. A small team of PIO's faced challenges without the benefit of training for such occurrences. During this session, Derrec Becker, from the South Carolina Emergency Management Division, will discuss lessons learned from the state's largest disaster in decades and strategies on how you can quickly grow your crisis communications team to manage the flood of public information responsibilities.

**3:15 - 3:30 pm**      **Break**

**3:30 - 4:45 pm**      **Working with Drones** - The first consumer drone or unmanned aircraft vehicle (UAV), a Parrot AR Drone, was introduced in 2010. Since that time drones have become more popular each year, potential uses and benefits have also blossomed. Because of their dramatic drop in price, along with enhanced technological features, worldwide sales topped one million in 2014. Tammy Chatman of Flight For Life will discuss what we may encounter in the course of our daily work. This presentation will help to clarify the latest information surrounding drones and the many concerns regarding their presence and operation.

## **TUESDAY, AUGUST 30**

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

**8:30 - 10:00 am**      **Body Cameras** - Your agency is outfitting every police officer with body cameras. How do you as the PIO prepare for the good, the bad and the ugly associated with this politically charged topic? Spokane (WA) Police Department PIO Officer Teresa Fuller and Director of Strategic Initiatives, Timothy Schwering will discuss how the department has used their body camera program to remain transparent, proactively promote the agency, and respond to the media following an officer-involved shooting.

**10:00 - 10:15 am**      **Break**

**10:15 - 11:15 am**      **When Social Media Isn't Friendly** - Social media has become an essential tool for sharing information with a community. But what happens when the story that catches fire isn't one planned, and it takes off out of your control? That's what occurred in the city of Sandy Springs, GA as a story, which didn't catch on locally, trended nationally overnight. Sharon Kraun, the city's Communications Director, takes you through the steps and strategy to minimize the damage and touches on the policy detail you should have in place today if social media is part of your communications practice.

**11:15 am - 11:45 pm**      **Business Meeting**

**11:45 - 1:15 pm**      **Lunch on Your Own**

**1:15 - 2:15 pm**      **Starting from Ground Zero** - Does your agency currently use social media to connect with your community? Maybe you are, but not to the extent you would like. Are you afraid to get started? Can one person at a small agency develop and maintain a social media following? How much does it cost? How about PIO experience? This session will show how Cara Grumbles, with the St. Mary's County (MD) Sheriff's Office, went from having a very limited knowledge of social media to engaging her community, substantially increasing her agency's presence on social media and solving cases. She achieved all this while remaining transparent, timely, accurate, and mindful of her agency's brand. This session outlines where Cara found inspiration and how she developed or enhanced her agency's social media platform.

**2:15 - 2:30 pm**      **Break**

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**2:30 - 3:30 pm      Marketing Your Agency** - Has your organization's image been tarnished or would you like to expand your community engagement? This session will share proven strategies to market your agency and engage your community. John Nebl has served as a PIO for a police agency under crisis. He has since been recruited by an Emergency Management Agency to strengthen its community engagement in the second most populous county in the state. In both positions, he succeeded using conventional strategies and "out of the box" thinking. Session attendees will also be encouraged to share their marketing successes and strategies.

**3:30 - 4:45 pm      PA Amtrak Crash** - On May 12, 2015, an Amtrak Northeast Regional train from Washington, D.C. bound for New York City derailed and crashed on the Northeast Corridor in the Port Richmond neighborhood of Philadelphia, Pennsylvania. Of 238 passengers and five crew members on board, eight were killed and over 200 injured. Craig Schulz from Amtrak Corporate Communications and Philadelphia Fire Department Executive Chief Clifford Gilliam will discuss their interactions with the media following this terrible event.

## WEDNESDAY, AUGUST 31

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

**8:30 - 9:45 am      Making of a Mess** - In December 2015, Netflix released the docu-series "Making a Murderer," which explores the legal journey of Steven Avery, who was sentenced to life in prison without parole for the 2005 murder of Teresa Halbach. The series captivated the nation, launched a binge-watching frenzy, fueled outrage and conspiracies and catapulted the Manitowoc County (Wisconsin) Sheriff's Office into the international spotlight. Sheriff Robert Hermann, who has worked for the agency since the 1980s and witnessed the Avery conviction, said the series has done significant global damage to his department in the form of harassing emails, phone calls, even death threats. Sheriff Hermann will talk about the backlash from the Netflix series and how his agency is now working to repair its reputation.

**9:45 - 10:00 am      Break**

**10:00 - 11:00 am      The Pope Goes to Prison** - When Pope Francis visited the U.S. in September 2015, one stop was at the Philadelphia Prison. PIO Shawn Hawes will discuss how they handled the Papal visit and dealt with the media as the world showed up at their door.

**11:00 am - 1:00 pm      Lunch on Your Own**

**1:00 - 2:00 pm      Periscope 101** - Transparency, community policing, and trust are three things Periscope's live streaming application has enhanced in our agency. Periscope enables you to report live from the palm of your hands, or now anywhere your GoPro Hero4 Silver can go. Learning is easy, the cost is minimal, and your audience is worldwide. This presentation by Diana Cooley and Crystal McCoy from the Aurora, CO Police Dept., will cover how to get started, how to broadcast, and how important of a tool it is for any media relations unit. We encourage attendees to download Periscope and Twitter applications as well as follow @BFTFAurora and @AuroraPD on Twitter to participate in live demonstrations.

**2:00 - 2:15 pm      Break**

**2:30 - 3:45 pm      Video Production for Social Media** - Arlington, TX PIOs Chris Cook and Zhivonni McDonnell will demonstrate why and how to produce top quality videos for your social media platforms. Research shows that incorporating custom video into your outreach is the best way to increase your social media traffic, impact and effectiveness.

**3:45 - 4:00 pm      President/VP Swearing In**

**6:30 - 7:30 pm      Closing Reception**

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