

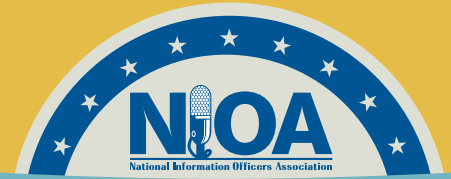
## National Information Officers Association

The NIOA promotes professionalism and encourages strong media relations by providing educational information, training opportunities and regional support for the information officer.

NIOA members are spokespersons from local, state and federal government, law enforcement, fire, medical, emergency management, transportation, public works and other public safety and emergency services agencies.



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*2013 Training Conference*  
Sheraton Sand Key, Clearwater Beach, FL

Sunday-Wednesday  
August 25-28, 2013

## Conference at-a-Glance Guide

**Nametags must be  
worn at all sessions.**

The conference is sponsored in part by COPS-Langley Productions. Please make sure to visit their booth at the conference.

Sponsored by:

**COPS**  
LANGLEY PRODUCTIONS, INC.

**Nametags must be worn at all sessions.**

<b>TIME</b>	<b>MEETING OR PRESENTATION TOPIC</b>	<b>LOCATION</b>
<b>SUNDAY, AUGUST 25</b>		
7:00am - 2:00pm	Conference Check-In	Grand Ballroom
7:00am - 8:30 am	Continental Breakfast	Grand Ballroom
8:30am - 3:45pm	The Art and Science of Being a Great PIO	Grand Ballroom
5:00pm - 5:30pm	New Member Orientation Meeting	Grand Ballroom
5:30pm - 6:15pm	Regional Meetings	Grand Ballroom
6:30pm - 7:30pm	President's Reception	Grand Ballroom
<b>MONDAY, AUGUST 26</b>		
7:00am - 8:30am	Conference Check-In	Grand Ballroom
7:00am - 8:30am	Continental Breakfast	Grand Ballroom
8:00am - 8:20am	Opening Ceremonies	Grand Ballroom
8:20am - 8:30am	Break	
8:30am - 10:00am	<i>The Aurora Movie Theater Shootings</i>	Grand Ballroom
10:00am - 10:15am	Break	
10:15am - 11:45am	<i>Massacre at Sandy Hook Elementary</i>	Grand Ballroom
11:45am - Noon	Introduction of Candidates	Grand Ballroom
Noon - 1:30pm	Lunch on Your Own	
1:30pm - 2:00pm	<i>Columbine Revisited</i>	Grand Ballroom
2:00pm - 3:00pm	<i>Handling Incidents of Global Interests: A Panel Discussion</i>	Grand Ballroom
3:00pm - 4:30pm	<i>Networking Session</i>	Grand Ballroom
<b>TUESDAY, AUGUST 27</b>		
7:30am - 8:30am	Continental Breakfast	Grand Ballroom
8:30am - 10:00am	<i>Building and Marketing the Public Service "Brand"</i>	Grand Ballroom
10:00am - 10:15am	Break	
10:15am - 11:20am	<i>Coordinating National Media Coverage - Mystery in Effingham County</i>	Grand Ballroom
11:20am -11:30am	Break	
11:30am - Noon	Business Meeting and Elections	Grand Ballroom
Noon - 1:30pm	Luncheon - John Miller, CBS News, Senior Correspondent	Island Ballroom
1:30pm - 1:45pm	Break	
1:45pm - 3:00pm	<i>Social Media 2013 - Trends, Relevance &amp; Efficiency</i>	Grand Ballroom
3:00pm - 3:15pm	Break	
3:15pm - 4:15pm	<i>Practical Communications &amp; Information Technology for Today's PIO</i>	Grand Ballroom
<b>WEDNESDAY, AUGUST 28</b>		
7:30am - 8:30am	Continental Breakfast	Grand Ballroom
8:30am - 9:45am	<i>Boston Marathon Bombing</i>	Grand Ballroom
9:45am - 10:00am	Break	
10:00am -11:30am	<i>Making Your Social Media Policy Work</i>	Grand Ballroom
11:30am -1:00pm	Lunch on Your Own	
1:00pm -2:30pm	<i>The Good Friday Miracle</i>	Grand Ballroom
2:30pm - 2:45pm	Break	
2:45pm - 4:00pm	<i>Chasing One of Your Own</i>	Grand Ballroom
6:30pm - 8:30pm	Closing Banquet	Grand Ballroom