



National Information Officers Association

Greetings:

The role of the Public Information Officer, or PIO, is a very visible, important and vital role to every department or organization. As the daily voice and go-to person for the media to reach out to, it is imperative that every PIO receive the latest training to further their development and expertise as spokespersons for their agencies.

One of the best training opportunities is taking place in Nashville, Tennessee, August 26-29, when we host the 2012 National Information Officers Association (NIOA) conference. This professional organization is comprised of over 600 members from the public safety, government and first responder disciplines whose core values are professionalism, ethics, education and networking. The four-day training and networking event will expose your PIO to a number of very high profile incidents and cases from various departments around the country this past year. The lessons shared and learned from each organization do provide insight and knowledge so that your information officer is better prepared for an unplanned event in your community.

Whether it's an act of Mother Nature, or a high profile motor vehicle, train, or railway incident, to a senseless criminal act by a crazed gunman; having the experience and confidence to properly respond to and prepare for the multiple hours and often days of continuous national and international media coverage is critical to your organization.

The cost for this year's conference is only \$495 dollars as long as your member is registered before July 1st. Payment is not required until the day of conference check-in at the hotel.

In closing, please consider sending your information officer to our conference this August; I promise your employee will return with more knowledge, motivation and an increased level of confidence to professionally represent you and your organization. If you have any further questions or concerns, please feel free to contact me directly.

Respectfully,

A handwritten signature in cursive script that reads "Chuck Allen".

Chuck Allen

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