



March 5, 2015

The role of the Public Information Officer is critical to every department or organization. As the voice of the agency, it is imperative that every PIO receive the latest training to further their development and expertise as a primary spokesperson.

The best training opportunity for a PIO is taking place in Clearwater, Florida, Aug. 30 – Sept. 2, when we host the 2015 National Information Officers Association (NIOA) Training Conference. This professional organization is comprised of more than 700 members from the public safety, first responder and government disciplines whose core values are professionalism, ethics, education and networking.

Our four day training and networking conference will expose your PIO to a number of high profile incidents and cases from various departments around the country this past year. The lessons learned and shared provide insight so that your PIO is prepared if and when “the big one” hits your community.

Whether it’s an act of Mother Nature, a five-alarm fire or an officer-involved shooting, your PIO will leave our conference with the knowledge and confidence to properly prepare for and respond to the hours and days of continuous local, national, international and social media coverage. Your PIO will also have a network of spokespersons around the country to call upon for guidance and to bounce ideas off of when these situations arise.

The cost for this year’s conference is only \$495 as long as your PIO had paid their dues and registers by June 30, 2015. Conference payment is not required until the day of the conference check-in at the hotel.

Please consider sending your PIO to this year’s NIOA conference. Your PIO will return with more knowledge, motivation, confidence and pride to professionally represent you and your agency. If you have questions or concerns, please do not hesitate to contact me directly.

Respectfully,

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2014-2015 NIOA President
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