

**SEATING IS LIMITED AND WILL FILL QUICKLY  
REGISTER EARLY!**



## 2018 Training Conference

### Sheraton Sand Key, Clearwater Beach, Florida

Sunday – Wednesday • August 26 – 29, 2018

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

**REGISTRATION CLOSING WHEN CONFERENCE SELLS OUT, SO REGISTER EARLY. NO REFUNDS WILL BE GRANTED AFTER AUGUST 3, 2018.**

## Registration

### Before June 30

► **Members: \$545.00**

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

► **Non-Members: \$645.00**

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 2018.

### After June 30

► **\$725.00 for all attendees.**

*You can pay conference fees at the door.* By paying this fee, you receive membership in NIOA for the rest of calendar year 2018.

**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](http://NIOA.org) to see any updates.

## Payment Methods

The NIOA accepts checks, credit cards and cash for conference fees at the door. **Purchase orders are not accepted.** *Credit card users will get an electronic confirmation receipt from QGiv.com.* **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.

The conference hotel is the Sheraton Sand Key Resort, 1160 Gulf Blvd, (727-595-1611) and the overflow hotel is the Clearwater Beach Marriott Suites (across the street, 727-596-1100). **Rooms at both locations are \$120 a night, plus taxes. You must call the hotels directly to get the NIOA discounted rate.**

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## 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 26

**7:00 a.m. - 8:00 a.m. Conference Check-in and Breakfast**

**8:00 a.m. - 3:00 p.m. Advanced Crisis Strategy – Crisis Communications Plans**  
Judy Pal, Special Advisor to the Police Commissioner, NYPD

We all know that in today's socially-engaged world, we have about three minutes to seize the narrative in the event of a crisis – be it a police officer-involved shooting, a mass casualty event, or employee malfeasance. Whoever speaks first has power over the message. By not being ahead of the story, you are at the mercy of the media responding to it. How in instances like these, with little information, can you get ahead of the information tsunami?

In this six-hour pre-conference session, learn how communicating in crisis differs from everyday media relations work. You'll gain a deep understanding of the impact and importance of victims and what gets in the way of people 'hearing' messages during crises. You will learn where to find a starting point to create your own organization's crisis communications manual, as well as receive a template that will help you create messaging vital to getting ahead of the story when it absolutely counts!

**11:30 a.m. - 1:00 p.m. Lunch** (breaks will be determined by presenter)

**3:15 p.m. - 3:45 p.m. Conference Orientation**

**3:45 p.m. - 4:15 p.m. Regional Meetings**

**6:30 p.m. - 7:30 p.m. President's Reception** (finger foods only, no sit-down dinner)

**8:00 p.m. - 10:00 p.m. Trivia**

## Monday, August 27

**7:00 a.m. - 8:00 a.m. Conference Check-in and Breakfast**

**8:00 a.m. - 8:30 a.m. Opening Ceremonies**

**8:30 a.m. - 10:00 a.m. Las Vegas Shooting**

On October 1, 2017, Stephen Paddock opened fire from his 32nd floor hotel room at the Mandalay Bay Hotel on an estimated crowd of 22,000 people attending an outdoor concert. When the shooting stopped, 58 people were dead and hundreds more injured. Director Carla Alston and Sergeant Jeff Clark of the Las Vegas Metropolitan Police Department led the team responsible for pushing out information to the public during the first crucial 48 hours and beyond. They will share the first-hand account of the aftermath, along with the lessons that the LVMPD PIO staff learned in managing the media and the message in the wake of the deadliest mass shooting in American history.

**10:00 a.m. - 10:15 a.m. Break**

**10:15 a.m. - 11:45 a.m. Building the Airplane as We Flew It: The DAPL Protest**

Don't trust everything you see (without fact checking), because even salt looks like sugar! Fueled by social media and crowd-source funding, the Dakota Access Pipeline Protest in southern Morton County, ND took on a life of its own. The protest response required a systematic approach to counter the myths and misinformation that flooded the internet around the globe.

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Maxine Herr and Rob Keller, the public information officers who led the effort, will provide lessons learned and insight into efforts on how to prepare effective communication in an ever-evolving crisis.

<b>11:45 a.m. - Noon</b>	<b>Candidate Introductions</b>
<b>Noon - 1:30 p.m.</b>	<b>Lunch</b>
<b>1:30 p.m. - 2:00 p.m.</b>	<b>Vendor Introductions</b>
<b>2:00 p.m. - 4:00 p.m.</b>	<b>Facebook for Local Government and Law Enforcement: <i>Tools, Tips and Best Practices</i></b>

Your opportunity to build an online community through Facebook has never been stronger. Eva Guidarini and Emily Vacher of Facebook will teach you about some of the latest tools, tips and best practices that can help you better reach your communities and keep them safe and informed – both every day, and in their times of greatest need.

<b>7:00 p.m. - 11:00 p.m.</b>	<b>Karaoke</b>
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## **Tuesday, August 28**

<b>7:00 a.m. - 8:00 a.m.</b>	<b>Breakfast</b>
<b>8:00 a.m. - 9:30 a.m.</b>	<b>Come Hell or High Water</b>

In a brutal six-week period during the summer of 2016, Baton Rouge, Louisiana dealt with a series of almost unimaginable events and tragedies. A controversial officer-involved shooting, captured on cell phone video and viewed worldwide across traditional and social media platforms, fostered around-the-clock demonstrations, protests and civil unrest. Then, cold-blooded ambush shootings and the execution of multiple local law enforcement officers were followed shortly thereafter by the worst flooding to ever hit the area. Devastated lives, homes and businesses were spread across the entire metropolitan region. Through it all, physically and emotionally exhausted officers, deputies and troopers from three area law enforcement agencies worked side-by-side while their PIOs coordinated communication efforts to provide timely information and unified messages to the public.

This session will offer lessons learned to help prepare those who might have to deal with unplanned events and coordinate major communication efforts across agency and jurisdictional lines, even during the worst of crises. Presenters include: Casey Rayborn Hicks, East Baton Rouge Parish Sheriff's Office; and Deputy Chief Jonny Dunnam, Baton Rouge Police Department. Introduction by Don Kelly, former Director of Media Relations and Public Affairs, Baton Rouge Police Department and NIOA Past President.

<b>9:30 a.m. - 9:45 a.m.</b>	<b>Break</b>
<b>9:45 a.m. - 11:15 a.m.</b>	<b>Your Agency, Your Beat: Own the Story and Break Your Own News</b>

It's your story and your agency should be at the center of it, driving the pace and the main message. Breaking your own news – whether the story is "feel good" or "not-so-good" – is an effective way to be both transparent with those you serve and minimize unsavory coverage from traditional media outlets. When you break your own news by producing and distributing content, reporters and editors will likely use it. Whether a simple soundbite shot on a phone at the scene, or a fully produced video using fancy production equipment, media outlets in most markets around the country will often use your content and run it unedited, or as part of their story. This session, presented by the Lexington County (South Carolina) Sheriff's Department's Capt. Adam Myrick, will prepare you to think like beat reporters covering your agency. You can develop media-ready content with a few inexpensive gadgets, and thereby offer news and content that best positions your agency in your community.

<b>11:15 a.m. - 11:45 a.m.</b>	<b>Business Meeting and Elections</b>
<b>11:45 a.m. - 1:15 p.m.</b>	<b>Lunch</b>
<b>1:15 p.m. - 2:15 p.m.</b>	<b>How to Combat Burnout from the Electronic Leash</b>

PIOs face unique stressors due to our profession. This presentation by Dr. Sara Garrido will focus on managing those stressors which PIOs face on a routine basis as well as in the midst of and in the aftermath of a critical incident, such as mass shooting,

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line of duty death, or other large-scale incidents. Specific signs of burnout will be discussed, along with coping strategies for addressing the impact on the PIO, as well as their family.

**2:15 p.m. - 4:00 p.m.          Networking on Your Own**

## **Wednesday, August 29**

**7:00 a.m. - 8:00 a.m.          Breakfast**

**8:00 a.m. - 10:15 a.m.          Natural Disasters**

Hurricanes. Wildfires. Mudslides. Over the past year, we have seen some of the worst natural disasters in history. In this session, PIOs who have worked through some of the most devastating events of 2017 will share their stories and join in a panel discussion moderated by Kerry Sanders of NBC News. Participating in the panel will be Becky Herrin of Monroe County (Florida) Sheriff's Office, Cammy Clark of Monroe County (Florida), Kесе Smith of the Houston (Texas) Police Department, Gina DePinto of Santa Barbara County (California) Fire Department, Bill Murphy of the Santa Clara County (California) Fire Department, Todd Derum of CAL FIRE and Steve Kaufmann of Ventura County (California) Fire Department.

**10:15 a.m. - 10:30 a.m.          Break**

**10:30 a.m. - 11:30 a.m.          There's An App For That — *Managing Social Media From Your Smartphone***

Some of the best videos on social media are taken, edited and posted using a smartphone. There are many apps that can make the life of a PIO easier. Det. Scott Glick, who is responsible for social media for the NYPD, will share how he has used these apps during national incidents, and how agencies of all sizes can utilize these resources on a daily basis.

**11:30 a.m. - 1:00 p.m.          Lunch**

**1:00 p.m. - 2:00 p.m.          #Cville Aug12: *Managing 3 National Incidents in 8 Hours***

Virginia State Police and Charlottesville PIOs invested a month in preparing for the Aug. 12, 2017 "Unite the Right" rally. From JIC assignments and social media preps to managing "extreme journalists," Corinne N. Geller, of Virginia State Police, will walk through the PR strategies she and colleagues employed to deal with some 100 media representatives on hand to cover a rally that never happened, along with a subsequent mass-casualty traffic collision and a fatal state police helicopter crash.

**2:00 p.m. - 2:15 p.m.          Break**

**2:15 p.m. - 3:15 p.m.          Murfreesboro in the Crossfire: *The Cost of Free Speech vs. Public Safety in the Era of Resurgent White Nationalism***

In the wake of violence at a 'White Lives Matter' rally in Charlottesville, Virginia, what would you do if White Nationalists were coming to your community next? The City of Murfreesboro, Tennessee encountered heavy criticism when it decided to "permit" the pro-White Nationalist Movement Group League of the South to hold what many feared would be a volatile rally on the downtown Public Square Oct. 28, 2017. Free speech rights were one thing, but inviting hate and potential violence didn't make sense to citizens. As one person tweeted out, "What possible good could come of this?" Weren't government officials thinking about the unintended consequences?

From legal and political decision-making, law enforcement pre-planning, messaging, and event-day JIC operations, learn how an organized PIO group in Middle Tennessee strategized and implemented an effective communication plan. Follow the two-week media firestorm as PIOs Mike Browning and Ashley McDonald experienced it and learn how pulling-in emergency planning and regional NIOA resources reinforces the importance of the crisis team management. Get the lessons learned from Murfreesboro as a possible model before the next political firestorm comes to your town.

**3:15 p.m. - 3:30 p.m.          Officers Swearing in Ceremony**

**6:30 p.m. - 8:00 p.m.          Closing Reception**

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**QUESTIONS?**

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