

LEADERSHIP AND MANAGEMENT SERIES

Master Public Information Officer

Master
PIO

October 1 – 5, 2018

At the West Palm Beach Police Department
600 Banyan Blvd., West Palm Beach, Florida 33401

The FBI-LEEDA Master Public Information Officer course moves the participant from the tactical to the strategic level of media and brand management. Participants spend an immersive 4-1/2 days refining skills in:

- *Cultivating and Refining your Brand and Image*
- *Internal and External Communications Strategies*
- *Proactively Pitching Stories to a 24/7 News Environment*
- *Business Model of Media Engagement*
- *Crisis Management Planning*
- *Interactive Tabletop Exercises*
- *Producing High Quality Video for Social Media*

Participants are encouraged to bring a laptop, as writing exercises will be assigned during class.

Co-Hosted by:
FBI-LEEDA and Chief Michael Gregory and the Boynton Beach Police Department and Chief Sarah Mooney and the West Palm Beach Police Department

Register online at www.fbileeda.org or call 877-772-7712 for more information. Registration is **\$695**. **Class begins at 8:30 a.m.;** dress is **business casual.**

Get local information for this training opportunity by contacting Stephanie Slater, PIO of the Boynton Beach Police Department at 561-742-6191 or email slaters@bbfl.us. For hotel reservations, contact Hyatt Place West Palm Beach 295 Lakeview Ave., West Palm Beach – 561-655-1454. The rate is approximately \$220/night.

Seminar registration is open to all law enforcement – sworn and professional staff. You are not required to be a member of FBI-LEEDA to attend.



FBI Law Enforcement Executive Development Association
Tel: 877-772-7712 www.fbileeda.org

The FBI–Law Enforcement Executive Development Association is a private, non-profit organization and is not part of the Federal Bureau of Investigation or acting on its behalf.