



# FLEPIOA

Florida Law Enforcement Public Information Officers Association

## 2017 Annual Training Conference Agenda

(agenda is tentative and subject to updates)

### Sunday, October 22, 2017

3:00 pm – 6:00 pm	Conference Registration
6:30 pm – 9:00 pm	<b>Welcome Reception</b>

### Monday, October 23, 2017

8:00 am – 9:00 am	Breakfast
9:00 am – 9:30 am	<b>Opening Ceremonies</b>
9:30 am – 10:30 am	<b>Public Records Review and Updates</b> <b>Pat Gleason</b> <b>Special Counsel for Open Government</b> <b>Florida Attorney General's Office</b>
10:30 am - Noon	<b>PIO Introductions and Round Table Discussion</b>
12:00 pm to 1:30 pm	Lunch (on your own)
1:30 pm to 3:00 pm	<b>Patrolling the Beat with Reporters</b> <b>Arek Sarkissian</b> <b>Print Reporter – Tallahassee Democrat</b> <i>Arek will explain how good relationships with news agencies can help prevent crime, promote safety and hold officers accountable. No one understands law enforcement better than someone who understands the job.</i>
3:00 pm to 3:15 pm	Break
3:15 pm to 4:45 pm	<b>PIO Advanced Basics</b> <b>Lieutenant Dana Coston</b> <b>Cape Coral Police Department PIO</b> <i>Effective PIOs don't just send news releases and hope the media picks up on a story, they drive the news cycle and make reporters clamor to cover what they have. This class goes beyond the old "inverted pyramid" and challenges PIOs to think of their operations as news outlets in their own right and the Media as competition.</i>
3:15 pm to 4:45 pm	<b>BREAKOUT SESSION FOR INTERMEDIATE / ADVANCED PIO</b> Topic and Speaker TBD
6:00 pm to 8:00 pm	<b>Off-Site Networking Event</b> Location TBD



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### Tuesday, October 24, 2017

8:00 am – 9:00 am	Breakfast
9:00 am – 10:15 am	<b>Why High Engagement Matters When Police Use Social Media</b> <b>Officer Melissa Bujeda, PIO</b> <b>Jacksonville Sheriff's Office</b>
10:15 am – 10:30 am	Break
10:30 am to 12:00 pm	<b>Communications Before, During and After a Crisis</b> <b>Sandi Poreda, APR</b> <b>Bulldog Strategy Group</b>
12:00 pm to 1:30 pm	Lunch (on your own)
1:30 pm to 3:00 pm	<b>Handling Line-of-Duty Deaths</b> <b>Carrie Horstman, PIO</b> <b>Polk County Sheriff's Office</b>
3:00 pm - 3:15 pm	Break
3:15 pm – 5:00 pm	<b>SPEAKER TBD</b>
6:00 pm – 7:00 pm	<b>Networking Reception</b>
7:00 pm – 8:30 pm	<b>Awards Dinner Banquet</b>

### Wednesday, October 25, 2017

8:00 am – 9:00 am	Breakfast
9:00 am – 9:30 am	<b>FLEPIOA Business Meeting</b>
9:30 am – 11:00 am	<b>The Art of Not Answering While Still Building Trust</b> <b>Amanda Warford Videll</b> <b>Public Affairs &amp; Community Outreach Specialist</b> <b>FBI Jacksonville Division</b>
11:00 am – 12:30pm	<b>Ambush on Dallas Police</b> <b>Monica Cordova</b> <b>City of Dallas PIO – former Dallas Police PIO</b> <i>Monica Cordova is currently the Senior PIO for the City of Dallas. She was previously a PIO for the Dallas Police Department and played an integral role during the Dallas Police Headquarters' shooting and the tragic ambush on July 7, 2016. She will tell the story of that horrible tragedy from her point of view and share lessons learned.</i>

**End of conference**