



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	Welcome Reception

Monday, October 23, 2017

8:00 am – 9:00 am	Breakfast
9:00 am – 9:30 am	Opening Ceremonies
9:30 am – 10:30 am	Public Records Review and Updates <i>Pat Gleason</i> <i>Special Counsel for Open Government</i> Florida Attorney General's Office <i>Pat Gleason serves as Special Counsel for Open Government for Attorney General Pam Bondi. She has also served as the Advocate for the Florida Ethics Commission and Chief of the Administrative Law Section in the Attorney General's Office. She is a graduate of Florida State University College of Law in Tallahassee. She is the editor of the Sunshine Manual and the Public Records Guide for Law Enforcement agencies.</i>
10:30 am - Noon	PIO Introductions and Round Table Discussion
12:00 pm to 1:30 pm	Lunch (on your own)
1:30 pm to 3:00 pm	Patrolling the Beat with Reporters <i>Arek Sarkissian</i> <i>Print Reporter – Tallahassee Democrat</i> <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	PIO Advanced Basics (breakout session) <i>Lieutenant Dana Coston</i> <i>Cape Coral Police Department PIO</i> <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>



FLEPIOA

Florida Law Enforcement Public Information Officers Association

<p>3:15 pm to 4:45 pm</p>	<p>Video Editing for the Mobile PIO (breakout session) <i>Genevieve Judge</i> <i>Partnership Policing Communications Coordinator</i> <i>Sarasota Police Department</i> <i>Today's PIO is constantly in the field armed with a mobile phone and the understanding that the public is looking for visuals. Genevieve will show you some of the tips and tricks of making quick, effective videos that can be published from your mobile device!</i></p>
<p>6:00 pm to 8:00 pm</p>	<p>Off-Site Networking Event Location TBD</p>

Tuesday, October 24, 2017

<p>8:00 am – 9:00 am</p>	<p>Breakfast</p>
<p>9:00 am – 10:15 am</p>	<p>Why High Engagement Matters When Police Use Social Media <i>Officer Melissa Bujeda, PIO</i> <i>Jacksonville Sheriff's Office</i></p>
<p>10:15 am – 10:30 am</p>	<p>Break</p>
<p>10:30 am to 12:00 pm</p>	<p>Communications Before, During and After a Crisis <i>Sandi Poreda, APR</i> <i>Bulldog Strategy Group</i></p>
<p>12:00 pm to 1:30 pm</p>	<p>Lunch (on your own)</p>
<p>1:30 pm to 3:00 pm</p>	<p>Handling Line-of-Duty Deaths <i>Carrie Horstman, PIO</i> <i>Polk County Sheriff's Office</i></p>
<p>3:00 pm - 3:15 pm</p>	<p>Break</p>
<p>3:15 pm – 5:00 pm</p>	<p>The Art of Not Answering While Still Building Trust <i>Amanda Warford Videll</i> <i>Public Affairs & Community Outreach Specialist</i> <i>FBI – Jacksonville Division</i></p>
<p>6:00 pm – 7:00 pm</p>	<p>Networking Reception</p>
<p>7:00 pm – 8:30 pm</p>	<p>Awards Dinner Banquet</p>

Wednesday, October 25, 2017

<p>8:00 am – 9:00 am</p>	<p>Breakfast</p>
--------------------------	------------------



Florida Law Enforcement Public Information Officers Association

9:00 am – 9:30 am	FLEPIOA Business Meeting
9:30 am – 11:00 am	<p>Taser Informative Session / Q&A Steve Tuttle <i>VP of Strategic Communications</i> TASER International</p> <p><i>Steve Tuttle has been with TASER International from startup to IPO through numerous controversial media challenges. He spent a career preparing for the TASER opportunity with eight years of experience in Washington, DC at national trade associations, on Capitol Hill as a Senate staffer & as a Navy defense contractor traveling often to the US Embassy - Tokyo. Steve has extensive crisis experience at a worldwide level, understanding the legislative process, PR & public affairs for law enforcement technology & challenging consumer products. Steve is a senior executive leader in crisis communication and tier one spokesperson role, and public affairs expert. He will discuss lessons learned in the public affairs arena and also offer a Q&A about TASER/AXON products and services.</i></p>
11:00 am – 12:30pm	<p>Ambush on Dallas Police Monica Cordova City of Dallas PIO – former Dallas Police PIO</p> <p><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></p>

End of conference