

FBI-LEEDA PRESENTS:

MASTER PUBLIC INFORMATION OFFICER

April 15 – 19, 2019

Hampton Police Department
100 Brown Ave., Hampton, NH 03842

Building off of the FBI-LEEDA Media & Public Relations course, the Master Public Information Officer course moves the participant from the tactical to the strategic level of media and brand management. Participants will spend 4 ½ days exploring the business model of media engagement, take a deeper dive into cultivating a brand image through internal and external communications and learn how to proactively pitch stories in today's 24/7 news environment. Students will learn the advanced means of creating high-quality in-house videos for social media, develop messaging calendars, and learn the art of being a strategic advisor. This course will build on crisis management skills in tabletop exercises designed to build the framework for a crisis communication manual.

Prerequisite: This class builds on concepts learned in the FBI-LEEDA Media and Public Relations class, therefore, students should have completed the MPR class prior to enrolling in the Master PIO class.

Register online at <https://fbileeda.org/events/EventDetails.aspx?id=1168386&group=>
or call 877-772-7712 for more information.

The registration fee is \$695/student. Class begins at 8:30 am. Dress: business casual.

Hosted by:

Chief Richard E. Sawyer and the Hampton
Police Department



Get local information for this training opportunity by contacting Lt. Tom Gudaitis of the Hampton Police Department at 603-468-4306. For hotel reservations, contact Ashworth by the Sea, 295 Ocean Blvd., Hampton – 603-926-6762. The rate is approximately \$109 per night.

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

FBI Law Enforcement Executive Development Association
Business Offices: 5 Great Valley Parkway Suite 125. Malvern, Pennsylvania 19355
Tel: 877-772-7712

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