



**BUILDING AND PROTECTING YOUR
AGENCY BRAND**
*Trade Secrets & Proven Best Practices for Effective
Communications and Marketing*
April 04, 2018
Gainesville, FL



With the current climate in our country concerning police-media relations, this course may be one of the most relevant, timely and valuable trainings you could receive. The media wields an enormous amount of influence in how communities perceive law enforcement; and law enforcement needs community buy-in to succeed. This training is designed to help law enforcement communicate more effectively with the media and, therefore, the community.

This, one-day, course provides participants with practical strategies on how to effectively communicate with the media, integrate traditional and social media to inform the public and market agency programs, and how to strategize moving forward.

Topics include:

- *Your Agency's Integrated Marketing/Communications Program*
- *Best practices from around the country, inside the government, and beyond*
- *Accountability to the publics we serve*
- *Choosing and integrating communications platforms*
- *Media Relations and the new paradigm*
- *Public records and social media – the "Holy Grail" of getting it right*
- *How to measure what matters and use that to drive strategies and plans*

Instructor:

Lauri-Ellen Smith, APR is the owner of CAT5 Communication, Inc. in Jacksonville, Fla. She is a national speaker and trainer for Public Information Officers in the federally mandated National Incident Management System, and past chair of the Public Information subcommittee for the Regional Domestic Security Task Force. Smith also served as Lead PIO for the Michael Dunn ("loud music") trial, among the many Joint Information Centers she had led or participated in. With more than 30 years of communications experience, including serving as a press secretary to two elected Sheriffs, she is an expert at building media-savvy members at every level of the organization. Smith helps organizations develop staffs that become brand ambassadors for your agency and are positioned to earn respect from citizens and media as fair and transparent.

Comments from past attendees

"Good presentation, definitely applicable."

"I thought she was a great instructor...solid, relevant content."

"Wish it was longer!"

"Encouraging your brand [is a] a great idea and a good reminder about how LE agencies do business"

Registration:

To register for this class, go to the registration web address provided and follow the prompts for a quick, easy registration: <https://www.regonline.com/lawenforcementandthemedial>

You MUST register ONLINE.

Register now to receive specific class e-mails.

All class correspondence is conducted through the Regonline.com website.

Tuition for the seminar is \$200.00 (meals are not included)

PLEASE include this class code when you make payment: 04042018 MEDIA

Payment may be made by any of the following methods:

- Make checks payable to: FDLE/Florida Criminal Justice Executive Institute
- Mail checks to : FDLE/Florida Criminal Justice Executive Institute
Attention: Chris Kenworthy
PO Box 1489
Tallahassee, Florida 32302
- Purchase Order or Journal Transfer (FLAIR account code 71-20-2-148001-71800200-00 Benefit Category 001903; Object Code 001000).
- Credit Card payment: online only
- Cash and/or checks will be taken at the door.

If you have any questions, please contact Raven Davis at (850) 410-8793 or RavenDavis@fdle.state.fl.us.

A certificate is provided upon completion of this course.

Cancellations and substitutions: Registrants agree upon submission of this registration that they are responsible for payment of this course. Cancellations received 14 days prior to the beginning of this course are refundable. ***All cancellations made during the 14 days prior to (or during) this course are non-refundable; however, credit for amount paid may be issued to a future course.*** Please note that if you do not attend, ***you are still responsible for payment.***

Substitutions may be made at any time online or by phone.

Location and Dates:

Gainesville Police Department
545 NW 8th Avenue
Gainesville, FL 32601

Wednesday, April 04, 2018 8:30 A.M. – 5:00 P.M.

Promptness is expected. Attire: Business casual.

Accommodations will be made for individuals with disabilities as defined by the Americans with Disabilities Act (ADA). If you need accommodation please contact the FDLE ADA Liaison at (850) 410-8793.

Hotel Suggestion:

[Hampton Inn & Suites Gainesville Downtown](#)

101 SE 1st Ave, Gainesville, FL 32601
(352) 240-9300

Guestroom rate: \$150.00/night plus applicable taxes

Group rate will be available on these dates: April 3 – 5, 2018

Reservation Cutoff Date: March 12, 2018

[Reservation Link](#) (enter reservation dates and group name for the group rate)

Group's name: FDL

Cancellation Policy: Cancellations made within 48 hours prior to arrival will forfeit one night's room and tax.