Public Information Officer Conference   
  
**Registration Form**  
September 26 – 28, 2016  
 Courtyard by Marriott, St. George

185 South 1470 East

Name:

Agency:

Job Title:

Address:

City: State: Zip:

Phone:

Email:

Twitter Handle:

**Mark One:** Participant Presenter Vendor

**SOCIAL**: Yes No

(SEPTEMBER 27 AT NO ADDITIONAL COST TO PARTICIPANTS, $16.00 FOR GUESTS)

Vegetarian or special meal needs? Yes No

Please Specify:

Hotel booked at your own expense (Guaranteed state rate of **$80** until September 1, 2016) Yes No

Hotel booking info: Courtyard by Marriot 435-986-0555 Code: **PIOG**

**MAKE CHECKS PAYABLE TO DPS/PIO**

**Registration Fee $200.00**

**Cost will be $225.00 after August 26, 2016**

**and $250.00 after September 22, 2016.**

**Include attendee’s name and organization on your check**

**Mail to:**  
 Utah Division of Emergency Management  
Attn: Patrice Thomas  
1110 State Office Bldg  
 Salt Lake City, UT 84114

For State Agency payment transfer:

ITI/ITA coding

**No refunds after August 26, 2016**

**TO PAY BY CREDIT CARD PLEASE GO TO EVENTBRITE.COM**

**Public Information Officer Conference Topics**

* “The San Bernardino Shooting” Communicating With The Media

During An Active Shooter Incident

* Handling the Hit Piece
* Body Worn Camera Video and Media Requests
* Communicating In A Public Health Crisis
* When “Comms are Down”
* We Can Help: How PIO’s Can Help Victims and Survivors Of

Tragedy Negotiate Media Coverage

* Crisis Communications at the AG’s Office
* Visual Communication
* Do More Video Now: Tool, Tips &Tricks For Creating Successful

Social Media Videos & Using Social Media To Broadcast Live

* Engaging Diverse Stakeholders
* Horror Film or Tear Jerker: Using Evaluation To Improve

Media Campaigns

* How To Market Your Agency
* Write A Press Release – Don’t Talk Cop Talk
* Safe Messaging and Positive Change
* Social Media: Situational Awareness Meets Public Information
* When PIO, PR, and PI Functions Intersect –

The Future of Complex Agency Communication Strategies

**For questions please contact: Patrice Thomas**  
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 E-mail: [pthomas@utah.gov](mailto:pthomas@utah.gov)