**Public Information Officer Conference**

**September 26 – 28, 2016**

**St. George, Utah**

**#utpio16**

**Agenda**

**September 26, 2016**

11:00 – 1:00 **Registration / Refreshments**

1:00 – 1:30 **Welcome**

St. George Police Department Honor Guard

St. George Mayor

1:30 – 3:00 **”The San Bernardino Shooting”**

**Communicating With the Media During An Active Shooter**

Jarrod Burguan & Steve Gregory

3:00 – 3:30 **BREAK**

3:30 – 5:00 **Handling the Hit Piece**

Steve Gregory & Andy Neiman

**September 27, 2016**

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|  | **GRAND / ZION** | **BRYCE** | | **BOARDROOM** |
| 8:00 – 9:00 | **Body Worn Camera Video and Media Requests**  Ken Wallentine | **Communicating In A Public Health Crisis**  Charla Haley | | **When “Comms Are Down”**  Reed Scharman |
| 9:00 – 10:00 | **Body Worn Camera Video and Media Requests**  Ken Wallentine | **We Can Help: How PIOs Can Help Victims and Survivors of Tragedy Negotiate Media Coverage**  Roxeanne Vainuku | | **Visual Communication**  Aaron Crim |
| 10:00 – 10:30 | **BREAK** | | | |
| 10:30 – 11:30 | **Do More Video Now: Tools, Tips and Tricks For Creating Successful Social Media Videos and Using Social Media To Broadcast Live**  Roxeanne Vainuku | | **Engaging Diverse Stakeholders**  Christi Judd | **Horror Film or Tear Jerker: Using Evaluation To Improve Media Campaigns**  Brittany Karzen |
| 11:30 – 1:00 | **Exhibitors Presentations & Lunch** | | | |

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**September 27, 2015**

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|  | **GRAND / ZION** | **BRYCE** | **BOARDROOM** |
| 1:00 - 2:00 | **Engaging Diverse Stakeholders**  Christi Judd | **Communicating In A Public Health Crisis**  Charla Haley | **How To Market Your Agency**  Bill Brady |
| 2:00 – 3:00 | **Well I Didn’t Expect That To Happen… Crisis Communications At The AG’s Office**  Paul Murphy | **Do More Video Now: Tools, Tips and Tricks For Creating Successful Social Media Videos and Using Social Media To Broadcast Live**  Roxeanne Vainuku | **Visual Communication**  Aaron Crim |
| 3:00 – 3:30 | **BREAK** | | |
| 3:30 – 4:30 | **Ditching The Cop Talk**  Steve Gregory & Andy Neiman | **Safe Messaging and Positive Change**  Heather Barnum  Candice Madsen | **When “Comms are Down”**  Reed Scharman |

**5:00 – 7:00 Social**

**September 28, 2016**

8:00 – 9:30 **Social Media: Situational Awareness Meets Public Information** **Awards**

Chris Tarantino

9:30 – 10:00 **AWARDS & BREAK**

10:00 – 11:30 **When PIO, PR, and PI Functions Intersect –**

**The Future of Complex Agency Communication Strategies**

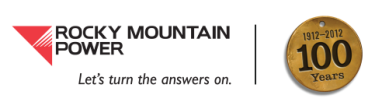
Dan Adams

Kenton Call

Jody Weil

11:30 – 12:00 **Wrap Up & Election Results & Lunch To Go**

Justin Hoyal

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