

**Today's communication moves fast.
The news story can either be about you or it can be told by
you.**

Don't miss this opportunity to get a behind the scenes look at how some of our nation's premier police agencies handle a crisis. This one-day course is full of practical tools. You'll hear how the nation's largest police agency deploys Public Information Officers and uses social media to communicate in a crisis. You'll see real-world examples of communication failures and successes and take away sound strategies for preparing for and responding to media inquiries and press conferences.

During this course we'll discuss exactly how to use speed and specific social media strategies to control the message in today's #HappeningNow world. There are no broad concepts and theories in this course. Instead, you're going to walk away with practical tools you can immediately plug into your department's strategies.

Whether you are looking for crisis communication training for law enforcement, fire services, emergency medical services, public safety dispatchers or any other public safety agency, this is the perfect course for you. We'll deliver the course in-person or in a virtual format. If you would like to host this course for your team, [contact us](#) today. Your team will receive the same great training as you would in our in-person courses plus we'll provide you with a recording of the webinar so you use it to provide training to your staff for years to come.