

PIO BOOT CAMP

**A Hard-Hitting, No-Nonsense Media Relations Seminar
for Police, Fire & Public Safety Leaders**



**February 8-11, 2016
Bellevue Fire Dept.
Bellevue, Washington
(Seattle area)**



4-Day 'Master Public Information Officer' - Certification Course

Intensive Media Relations & Social Media Training – High caliber instruction, exercises, videos, on-camera practicals & more

- Crisis & Incident Command Communications
- Perception vs. Reality – Educating a skeptical audience
- Your “open-door policy” may be a career killer
- There’s a problem with those words!
- Guerrilla tactics to get your message out
- Facebook, YouTube & Twitter are news!
- You may NOT need a media policy
- News coverage trends: Are you prepared?
- Social Media Revolution: Tricks, secrets & pitfalls
- Videos: Good, bad & ugly of news interviews
- “Cyber Activism” is a game changer for Police & Fire Dept.’s
- Brand & Reputation Mgmt. for your department
- When to respond & when to just “shut up!”
- Apps & tech for an overwhelmed PIO
- Write more effective news releases, posts & tweets
- Secrets & tricks reporters don't want you to know
- Take the heart out of a negative news story
- Emergency responses to toughest media questions



\$595 per person
piobootcamp.com
or 602-445-6442

Chris Ryan
SEMINARS



PIO BOOT CAMP

Registration @ \$595 per person

Chris Ryan's PIO BOOT CAMP
February 8-11, 2016
Hosted by Bellevue Fire Dept.
@ Bellevue Public Safety Training Center
1838 116th Avenue NE
Bellevue, Washington USA 98004

Name _____

Dept. _____ Rank/Title _____

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(Payment must be made before seminar unless other arrangements are made – Send copy of P.O. w/ reg.)

Signature: _____

Check here if you need an invoice e-mailed to you. (We only send invoices on request)

"Family Emergency" & "Scheduling Conflict" are the "Just 2 Beers" of training cancellations!

Note: Cancellations received at least 15 calendar days prior to start of training will be fully refunded minus a \$50 cancellation/scheduling fee. No refunds for any cancellation within 15 days of the training. Substitutions may be accepted with our prior approval. No-shows are not eligible for a refund. Thank you

Payment to: Ryan & Assoc. Public Relations • P.O. Box 62651, Phoenix, Arizona 85082
(602) 445-6442 • www.piobootcamp.com

Fax registration to: (800) 852-7039 or **Scan / E-mail to:** info@piobootcamp.com

*Note: Please fax or scan / e-mail your registration (mail as needed)
We travel frequently & retrieve faxes electronically.*