



An interactive, three-day (24 hours) workshop designed to address
The PIO's Role In

Structuring An Effective Public Information Office

Implementing A Comprehensive Community Support Program

Writing A Results-Oriented Marketing & Community Relations Plan

Bringing The Rest Of The Team Along

... and much more!

TUITION

\$300 for the 3-day program; includes all course materials. Please check with our office for multiple-registration discounts.

TO REGISTER AND PAY YOUR TUITION

Register On Line At:

<http://www.theresultsgroupltd.com>

You May Use Your Credit Card To Pay On Line

Or Call Our Office at 541-645-0533 To Process Payment Information By Phone



PAYMENT

We also accept agency and personal checks. All payments are due prior to the class date.

WHO SHOULD ATTEND

The Effective Public Information Officer Academy is structured for Sheriffs, Police Chiefs, Under-sheriffs, Assistant Police Chiefs, Chief Deputies, Precinct & Bureau Commanders, Captains, Lieutenants, Sergeants, Public Information Officers, and other Law Enforcement personnel.

YOUR INSTRUCTOR

Stephen L. Kent, founder and president of The Results Group, Ltd. has more than 30 years management, training and facilitation experience. As a management consultant, he specializes in helping organizations design and implement programs to improve personal and organizational effectiveness. Steve is a dynamic speaker who is known for his straight talk that gets right to the heart of key issues.



The Effective PIO Academy

TRAINING SITE

Spokane County Sheriff's Office

10319 E. Appleway Boulevard, Spokane, Washington 99206

HOST AGENCY

Spokane County Sheriff's Office

DATES

May 29 -31, 2012

CLASS TIMES

0800 hours—1700 hours

(with breaks and one hour for lunch)

AMONG THE MANY THINGS YOU WILL LEARN ARE:

- Fundamentals of Professional Marketing & Community Relations
- Changing The Internal Culture Of Law Enforcement To Be Market- Driven
- Steps To Take To Enhance The Public Image Of Your Agency
- How To Deal With Media
- How To Effectively Conduct Community Opinion Surveys
- How To Write An Effective Marketing & Community Relations Plan For Your Agency
- Integrating Your Marketing Plan With The Agency's Budget