



Florida Police Chiefs Association
Serving Florida's Law Enforcement Since 1952

5/1/2019 2019 Executive/Administrative Assistant CORE II Training Monday, August 12	
5:00pm- 6:00pm	<p>Check In At the Hotel</p> <p>DoubleTree by Hilton 13400 West Sunrise Blvd, Sunrise FL 33323</p>
6:00pm- 8:30pm	<p>Trivia Night Ice Breaker Dinner</p>
Day One Training Agenda Tuesday, August 13	
9:00 am	<p>Check In at Sunrise PD, Welcome, Opening Remarks</p> <p>Sunrise Police Department- Community Room 10440 W Oakland Park Blvd, Sunrise FL 33351</p>
9:15am- 12:00 pm	<p>Training: Letting Your Professionalism Shine: Effective Written Communication <i>Michelle Bono</i> <i>Bono Communications and Marketing, LLC</i></p> <ul style="list-style-type: none"> • Implementing 7 steps to enhance effective writing • Understanding your “frame” • Connecting with your audience- words matter • Learning ways to enhance flow and improve grammar • Focus on outcomes
12:00 pm- 1:00 pm	<p>Lunch</p>
1:00 pm- 3:30 pm	<p>Training: Representing Your Agency: Your Image is Key <i>Michelle Bono</i> <i>Bono Communications and Marketing, LLC</i></p> <ul style="list-style-type: none"> • Making the right first impression • Focusing on what you can do- not what you can't • Building your reputation as the “go-to” professional • Enhancing your communication • Handling community distrust and mistakes • Understanding the value of saying thank you
3:30 pm-6:00 pm	<p>Training: Ethical Behavior <i>Chief Keith Touchberry</i> <i>Fellsmere Police Department</i></p> <ul style="list-style-type: none"> • Laying a foundation • Understanding our people, our industry, and our organizations

**Day Two Training Agenda
Wednesday, August 14**

9:00am- 11:00am	<p>Training: Communications Triaging for Police Chief Executives <i>Laura Spencer</i> <i>Spencer McMillan Public Relations</i></p> <ul style="list-style-type: none"> • Who Are Your Customers? • How Do They Communicate with You? • Your Personal Pledge • Troubleshooting & Triage • Communicating to Your “Customers” • What Happens When Communications Are Poor? • Let’s Communicate!
11:00am- 12:30 pm	Sunrise PD Tour
12:30 pm- 1:30 pm	Lunch and Free Time
1:30 pm- 3:30 pm	<p>Training: 24 Hours in a Day – How to Use Them Well <i>Sara Brady</i> <i>Sara Brady Public Relations, Inc.</i></p>
3:30 pm- 5:00 pm	Open Forum Questions

**Day Three Training Agenda
Thursday, August 15**

9:00 am- 11:00 am	<p>Training: Daring Greatness: Develop the Courage to Let Your Game Speak for You <i>Ida Walker</i> <i>Tampa Police Department</i></p> <ul style="list-style-type: none"> • Determine your pinnacle and define your greatness • How to go above and beyond to enhance your life and the lives of people around you
11:00 am	Graduation