



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

**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 from Chief Anthony Rosa, Sunrise PD 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	Training: Ethical Behavior Chief Keith Touchberry Fellsmere Police Department <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	Training: Communications Triaging for Police Chief Executives Laura Spencer Spencer McMillan Public Relations <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- 12:00 pm	Sunrise PD Tour
12:00 pm- 1:00 pm	Lunch
1:00pm- 1:30pm	Ice Cream Social
1:30 pm- 3:30 pm	Training: 24 Hours in a Day – How to Use Them Well Sara Brady Sara Brady Public Relations, Inc.
3:30 pm- 5:00 pm	Open Forum Questions
Day Three Training Agenda Thursday, August 15	
9:00 am- 11:00 am	Training: Daring Greatness: Develop the Courage to Let Your Game Speak for You Ida Walker Tampa Police Department <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