**Monday, April 11**

7:30 - 8:30 a.m. - Registration

8:30 - 9:00 a.m. - Opening Ceremony & Welcoming Address
   - KCPD Honor Guard
   - KCPD Chief of Police Darryl Forté
   - IACP PIO Section Chair Lt. Christopher Cook

9:00 - 10:00 a.m. - News Release 101 & Basic Fundamentals for the Modern PIO
   - Kansas City, MO Police Department Public Relations Specialist Sarah Boyd

10:00 - 10:15 a.m. - Networking Break

10:15 - 11:15 a.m. - Using Social Media to Build Trust
   - New York City, NY Police Department Digital Strategist Yael Bar-Tur

11:15 - 11:30 a.m. - Introduction to the International Association of Chiefs of Police
   - IACP PIO Section Chair - Arlington, TX Police Lt. Christopher Cook

11:30 - 11:45 a.m. - Introduction to the National Information Officers Association
   - NIOA President Ed Buice

11:45 - 12:00 p.m. - Sponsor Demonstration

12:00 - 1:30 p.m. - Lunch

1:30 - 2:30 p.m. - Tweeting Troopers
   - Kansas Highway Patrol Trooper Ben Gardner
   - Kansas Highway Patrol Trooper Candice Breshears

2:30 - 2:45 p.m. - Networking Break

2:45 - 4:30 p.m. - Managing Officer-Involved Shootings
   - Arlington, TX Police Department Lt. Christopher Cook
   - Arlington, TX Police Department Officer Zhivonni McDonnell
   - Seattle, WA Police Department Sg t. Sean Whitcomb

6:30 - 9:00 p.m. - Networking Event
   - Comedy City Night (Sponsored)
Tuesday, April 12

8:30 - 9:30 a.m. - Meeting the Media: Building Relationships and Cultivate Sources in the News Industry
   Mountain View, CA Police Department Katie Nelson

9:30 - 10:30 a.m. - Video Panel Workshop
   Bureau of Alcohol, Tobacco, and Firearms
   Portland, OR Police Department
   Salt Lake City, UT Police Department

10:30 - 10:45 a.m. - Networking Break

10:45 - 12:00 p.m. - Periscope
   Baltimore Police Department

12:00 - 1:30 p.m. - Lunch

1:30 - 3:00 p.m. - Managing the Media During a Serial Killer Investigation
   Kansas City, MO Police Department Major Rich Lockhart
   Kansas City, MO Sgt. Doug Neimeier

3:00 - 3:15 p.m. - Networking Break

3:15 - 4:30 p.m. - Using Body Cam Footage for YouTube Channel
   Seattle, WA Police Department Sgt. Sean Whitcomb

6:30 - 8:30 p.m. - Networking Event
   Jack Stack BBQ (Sponsored)

Wednesday, April 13

8:30 - 9:30 a.m. - Exploring Instagram and the Benefits on Reaching Additional Audiences
   Jefferson County, CO Sheriff’s Office Digital Communications Manager Dionne Waugh

9:30 - 10:30 a.m. - Local Media Panel
   Television, Print, and Radio moderated by KCPD Sarah Boyd

10:30 - 10:45 a.m. - Networking Break

10:45 - 12:00 p.m. - Facilitated Discussion Panel with Attendees
   IACP Executive Board & Regional Vice Chairs