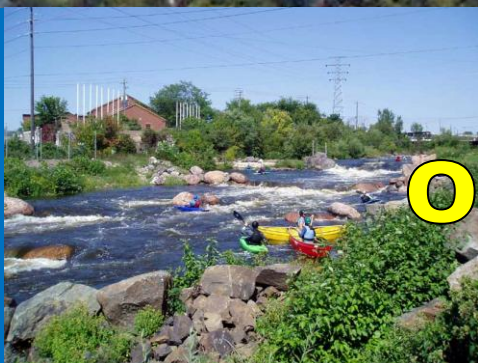


The Wisconsin Crime Prevention Practitioners Association presents

2017 WI Crime Prevention Conference



Wausau, WI
October 25, 26, 27



Are you looking for ways to combat crime in your community?
Are you trying to stay up with the latest trends in crime prevention?

Crime is on the rise throughout the United States. In order to address the need for crime prevention in your community, we invite you to attend the Wisconsin Crime Prevention Practitioners Association Annual Conference, October 25-27, 2017 at the Jefferson Street Inn in downtown Wausau. This symposium will provide you with current tools to effectively prevent crime and keep your communities safe.

This year we are very excited to feature several nationally recognized speakers on the latest topics facing law enforcement such as crisis communications, branding your agency, officer stress and protecting soft targets from violence.

Registration Fee - \$195

Includes:

- Materials
- Awesome gift
- Breakfast, snacks, lunch
- Phenomenal Social Nights!

Hotel - \$82/night

We look forward to seeing you at this fall!

To register and for more information on the conference and other trainings please visit us on the web



www.wicrimeprevention.com

CONFERENCE AGENDA

Wednesday, October 25

- 0715-0845** Sign-in/Registration
- 0845-0930** Welcome and Introductions
- 0930-1200** Social and Crisis Media
- 1200-1315** Lunch and WCPPA Annual Meeting
- 1315-1445** Branding your Agency
- 1500-1600** Ring Video Products and Working with LE
- 1700-2000** Social Evening - Networking

Thursday, October 26

- 0700-0800** Breakfast
- 0800-1130** Soft Targets in Your Community and the Terrorist Attack Cycle
- 1145-1315** Awards Luncheon
- 1330-1600** Taking Care of Yourself – Officer Stress and Mental Health

Friday, October 27

- 0730-0900** Breakfast
- 0900-0930** Team Building
- 0930-1000** Break and Hotel Checkout
- 1000-1115** Legal Update
- 1115-1200** Closing Comments

FEATURED TOPICS

Social and Crisis Media for Law Enforcement

Labarbera Media Group

It takes years to build your reputation. It takes media seconds to tear it apart. Joe LaBarbera is an expert in helping you manage conventional, convergence and social media that can impact your image, profitability or brand equity. Joe believes character and integrity are assets more easily maintained than recovered. The right media training does make a difference.



Branding your Agency

Marc Lovicott – UW Madison Police Department

What's in a "brand" – and why is it so important? In the digital world, making your agency stick out (in a positive way) can seem daunting. You'll learn how a little bit of work can go a long way in making your department stand out, and making your officers more approachable to your community.



Soft Targets in your Community & The Terrorist Attack Cycle

Dr. Michael Fagel

As terrorist attacks and natural disasters continue to rock the world this presentation will emphasize the vulnerability of soft targets like schools, churches, and hospitals, and present the methodology necessary to respond and recover in the event of a crisis in those arenas. Dr. Fagel's most recent book - *Soft Targets and Crisis Management: What Emergency Planners and Security Professionals Need to Know* is a crucial text for practitioners seeking to make the world a safer place for others.



Taking Care of Our Own – Officer Stress and Mental Health

Chris Prochut

Former Bolingbrook (IL) Police Commander Chris Prochut is a mental health awareness advocate and law enforcement suicide prevention trainer. Chris has traveled around United States and Canada where he presents *Taking Care of Our Own* which focuses on suicide and mental illness which are rarely discussed within law enforcement, and how education and training are causing a paradigm shift within police departments.

