



# PUBLIC INFORMATION OFFICER

PRESENTED BY TOC PR

**\$449**

SCAN TO REGISTER



## COURSE OVERVIEW

The role of the PIO has evolved significantly over the last few years, and so has the expectation from the public and media to get them transparent-timely information.

This training will hone your skills to become more confident in **producing and publishing professional content** for the media and your community, whether it's a routine incident, positive PR story, or critical incident.

Students will get **hands-on practice** with all concepts covered and get the opportunity to hear direct feedback and tips from the media. Our lead instructors are public safety communicators with extensive experience implementing the concepts they teach.

## TOPICS COVERED

- ▶ Media interviews
- ▶ Press conferences
- ▶ Laws, policies & procedures
- ▶ How to develop & manage a PIO team
- ▶ Publishing news on social media
- ▶ Crisis communications
- ▶ How to create engaging news releases
- ▶ Pitching stories to the media
- ▶ Managing multi-agency incidents
- ▶ Establishing media partnerships
- ▶ EOC operations