



IACP 2013
SOCIAL MEDIA WORKSHOPS
OCTOBER 19 – 23, 2013
PHILADELPHIA, PENNSYLVANIA

Saturday, October 19

The Formula of Messaging, the Skill of Relationships

10:00am – noon

Room 122B

Presenters: Andrea Dearden, Public Information Officer, Ada County Sheriff's Office, Boise, ID;
Dave Norris, Sergeant, Unit Supervisor, San Mateo Police Department, San Mateo, CA;
Julie Parker, Media Relations Director, Prince George's County Police Department, Palmer Park, MD

4-1-1 on Social Media – Tools & Tactics for Successful Conversations

1:00pm – 3:00pm

Room 122B

Presenters: Christopher Cook, Sergeant, Public Information Office, Arlington Police Department, Arlington, TX; Zhivonni McDonnell, Officer, Public Information Office, Arlington Police Department, Arlington, TX

Sunday, October 20

Law Enforcement Social Media 2.0

10:00am – noon

Room 122B

Presenters: Chris Hsiung, Lieutenant, Mountain View Police Department, Mountain View, CA; Zachary Perron, Lieutenant, Palo Alto Police Department, Palo Alto, CA

Using Social Media as an Investigative Tool

1:00pm -3:00pm

Room 120ABC

Presenters: Dawn Diedrich, Director of Legal Services, Georgia Bureau of Investigation, Decatur, GA; Vernon Keenan, Director, Georgia Bureau of Investigation, Decatur, GA; Jeffrey Lybarger, Internet Crime Supervisor, National White Collar Crime Center, Fairmont, WV

Taking Your Message to the Next Level: Advanced Social Media

3:30pm – 5:00pm

Room 122B

Presenters: Mark Economou, Public Information Officer, Boca Raton Police Department, Boca Raton, FL; Lynn Hightower, Communications Director, Boise Police Department, Boise, ID; Sean Whitcomb, Sergeant, Seattle Police Department, Seattle, WA

How to Investigate Online Classifieds, Social Networks, and e-Commerce Sites

3:30pm – 5:00pm

Room 122A

Presenter: Allen Atamer, Chief Executive Officer, LTAS Technologies Incorporated, Toronto, ON, Canada

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Social Media as a Law Enforcement Tool

3:30pm – 5:00pm

Room 103BC

Presenters: Frank Domizio, Corporal, Computer Forensic Examiner for the Federal Bureau of Investigation's Regional Computer Forensics Lab, Philadelphia Police Department, Philadelphia, PA; Eric Gripp, Sergeant, Digital Content and Social Media Manager for Public Affairs and Social Media Unit, Philadelphia Police Department, Philadelphia, PA; Denise James, Strategic Communications Director, Philadelphia Police Department, Philadelphia, PA; John Stanford, Lieutenant, Commander of Police Public Affairs and Social Media Unit, Philadelphia Police Department, Philadelphia, PA

Monday, October 21

Helping Law Enforcement Respond to Mass Gatherings Spurred by Social Media

8:00am – 9:30am

Room 121ABC

Presenters: Edward Flynn, Chief of Police, Milwaukee Police Department, Milwaukee, WI; Katherine McQuay, Assistant Director, Office of Community Oriented Policing Services, U.S. Department of Justice, Washington, DC; Joe Sullivan, Head of Security, Facebook, Palo Alto, CA; Chuck Wexler, Executive Director, Police Executive Research Forum, Washington, DC

Case Study – Boston Police Department: Leading Social Media in Crisis

1:00pm – 3:00pm

Room 122B

Presenters: Cheryl Fiandaca, Bureau Chief, Public Information, Boston Police Department, Boston, MA; Joseph O'Connor, Superintendent-in-Chief, Massachusetts Bay Transit Authority, Boston, MA

Leveraging Concepts and Techniques of Social Media Monitoring and Analytics to Enhance Special Event Security and Executive Protection Capabilities

2:15pm – 3:15pm

Room 204A

Presenters: Ronald Brooks, Director, Northern California Regional Intelligence Center, Washington, DC; Gary Coons, Chief, Homeland Security, Indianapolis Department of Public Safety, Indianapolis, IN; Bryan Ware, Chief Executive Officer, Digital Sandbox, McLean, VA

Social Media: What Every Chief Needs to Know

3:30pm – 5:00pm

Room 203AB

Presenters: Dan Alexander, Chief of Police, Boca Raton Police Department, Boca Raton, FL; Will Johnson, Chief of Police, Arlington Police Department, Arlington, TX; Susan Manheimer, Chief of Police, San Mateo Police Department, San Mateo, CA



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Tuesday, October 22

Meet the Bloggers

8:00am – 9:30am

Room 122B

Presenters: Tim Burrows, Sergeant, Toronto Police Service, Toronto, ON, Canada; Frank Domizio, Corporal, Computer Forensic Examiner for the Federal Bureau of Investigation's Regional Computer Forensics Lab, Philadelphia Police Department, Philadelphia, PA; Mark Economou, Public Information Officer, Boca Raton Police Department, Boca Raton, FL; Billy Grogan, Chief of Police, Dunwoody Police Department, Dunwoody, GA; Lynn Hightower, Communications Director, Boise Police Department, Boise, ID; Dave Norris, Sergeant, Unit Supervisor, San Mateo Police Department, San Mateo, CA; Dionne Waugh, Public Information Officer, Richmond Police Department, Richmond, VA

Using Video to Communicate with the Public

1:00pm – 3:00pm

Room 122B

Presenters: Mark Economou, Public Information Officer, Boca Raton Police Department, Boca Raton, FL; Laura McElroy, Public Information Officer, Tampa Police Department, Tampa, FL

Addressing Online Radicalization to Violence

3:00pm – 5:00pm

Room 203AB

Presenters: Anna Gray-Henschel, PhD, Director General, National Security Criminal Investigations, Royal Canadian Mounted Police, Ottawa, ON, Canada; John Markovic, Senior Social Science Analyst, Office of Community Oriented Policing Services, U.S. Department of Justice, Washington, DC; Joel Meyer, Director for Partnerships and Innovation, National Security Staff, The White House, Washington, DC; Michael Wagers, PhD, Director, State and Provincial Police Division, International Association of Chiefs of Police, Alexandria, VA; Shaarik Zafar, Acting Chief, Countering Violent Extremism, National Counterterrorism Center Group, Office of the Director of National Intelligence, Washington, DC

Chiefs Who Tweet (or Blog, or Pin, or Post...)

3:30pm – 5:00pm

Room 122B

Presenters: Dan Alexander, Chief of Police, Boca Raton Police Department, Boca Raton, FL; Darryl Forte, Chief of Police, Kansas City Police Department, Kansas City, MO; Scott Silverii, PhD, Chief of Police, Thibodaux Police Department, Thibodaux, LA

Wednesday, October 23

Use of Force in the Digital Age

8:00am – 9:30am

Room 122B

Presenter: Dionne Waugh, Public Information Officer, Richmond Police Department, Richmond, VA

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