



California Police
Chiefs Association

Media Mastery for Leaders: Executive Strategies in Communications



Course Details

Date: February 4, 2025

Time: 8:00 AM - 5:00 PM

Location: Harbison Event Center, 1681
East Monte Vista Avenue, Vacaville, CA
95688

Registration Fees

- Member: \$200
- Non-Member: \$250
- Includes morning coffee and lunch



Up to 35 attendees



Police Chiefs and Command Staff

About This Course

Command presence at the executive level extends beyond leadership capabilities with your teams. It's also about having the preparation and proficiency when those outside your sphere of influence come forward with questions, stories and possible pain points for you, your officers and your community. In this training, leaders will be given an extensive look into how their strengths can help chart the course for the successful survival of a news story and how they and their agency can thrive post-crisis. The course is designed with leaders in mind to ensure their skill sets complement the strategies and practical exercises presented.

Key components of the course include strategy sessions that analyze real-life law enforcement crisis scenarios, the development of strategic communication strategies for addressing various topics and questions, establishment of communication benches within agencies to support internal and external messaging, and on-camera practical exercises aimed at enhancing leaders' proficiency and confidence during interviews. Through these targeted sessions, leaders gain the tools and knowledge necessary to effectively navigate and lead their agencies through challenging situations and communication demands.



Contact us for more info

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