



# SPEAKERS BUREAU



## Presentation Information

Presentation Category	Communications Strategies
Presentation Title	Varies Depending on Topic Selected
Presentation Length	half-day training to week long intensives
Presentation Objective	<p>These courses have been designed to help those in a wide variety of law enforcement roles better understand the use of public messaging through times of crisis through both the traditional media, social media, and internal messaging and to use positive story-telling to build relationships with the community in the best of times. Using time-tested best practices, the courses employ actionable theory with practical exercises that demonstrate the lessons learned can be immediately put to use.</p> <p>Courses can be customized to provide a range of communications training from introductory level to advanced</p>
Presentation Description	<p>These timely courses taught by an experienced public communications instructors prepare you to guide your organization through public messaging when communication matters most. Topics are customized based on organization needs and can include:</p> <p>Crisis Communications- A focus on both public-facing and internal communications when crisis hits, this course combines theory with practical exercises to prepare students to communicate quickly and effectively when communication is most critical.</p> <p>Positive PR- Telling your organization's story using communications strategies that connect and compel doesn't happen by accident. This course focuses on creating and</p>

	<p>representing your brand in the public eye, from social media to traditional media, using proven communications strategies that can be implemented immediately.</p> <p>Media Relations- From writing effective news releases to remaining poised in on-camera interviews, this course focuses on preparing students to represent the organization well when media attention arrives. This course includes student participation in a mock news conference.</p> <p>Social Media Strategy- A deep dive into both the strategy and policy considerations of using social media to connect with your public, topics range from understanding your audience and responding to negativity to policy issues such as 1st Amendment considerations, retention and ADA awareness.</p> <p>Effective public communication for law enforcement has never been more complex or more important. Obtain time-tested tools to communicate through the worst of times and tell your organization's story in the best of times.</p>
Speaker Name & Session	Christopher Mannino, NA Session 237
Speaker Phone Number	(219) 334-3672
Speaker Email	christopher@julieparkercommunications.com
Speaker's Biography	<p>Christopher Mannino brings 25 years of law enforcement experience, 8 of which were in executive leadership positions, to his role as Senior Director, Strategy and Operations at Julie Parker Communications. He retired as chief of police from a Chicago-area department and credits his graduation from the FBI National Academy (Session #237) as his inspiration for revolutionizing his agency's approach to public communication. Under his leadership, his police department earned a reputation for its ability to use social media and media relations to communicate with the community and garner positive coverage in a top 5 news market.</p> <p>Earning a master's degree in political and justice studies with a focus on public communication, Christopher served as the face and voice of his agency through various crises and breaking news events, including officer-involved shootings, serious crimes, a pandemic, protests and civil unrest, and a tornado.</p>

In 2016, he began sharing his media and social media experiences as an instructor to law enforcement training units across the country, retiring from law enforcement in 2022 to focus on bringing communications lessons learned to police agencies and other organizations.

Between his education, his training with the FBI National Academy, FEMA and the Department of Homeland Security, and his real-world experience in the field, Christopher is highly prepared to help all types of organizations communicate through crises and craft positive stories which resonate with the public.