



POLICE EXECUTIVE WORKSHOP

Strategic Communications for Police Executives

CANADIAN POLICE COLLEGE, OTTAWA, ONTARIO

MARCH 4 – 6, 2009



A leader's ability to deliver the right message to the right people at the right time — and for the right reasons — has never been more important.

One of the Canadian Police College's most popular executive workshops, *Strategic Communications for Police Executives* is an intensive, highly interactive, three-day workshop that will change the way you think about communication. Through real-life case studies and extensive interaction with other police leaders from across Canada, this workshop offers a truly unique learning environment.

EXPECT TO BE CHALLENGED TO:

- ▶ think through specific situations,
- ▶ collaborate with your peers, and
- ▶ come up with the best strategic approach.

EXPECT TO GAIN A NEW APPRECIATION FOR:

- ▶ the links between internal and external communication, and
- ▶ the importance of ongoing issue management.

Strategic Communications for Police Executives, will be facilitated by **Derek Johnston**, who has worked with hundreds of police leaders as a consultant, advisor, and workshop leader over the span of his 25 years of experience in the communications field. The workshop will also feature **Supt. John Cain** of the **Ontario Provincial Police**, who has been at the centre of the storm of controversy surrounding the **native stand-off at Caledonia, Ontario**, and **Insp. Luciano Berti** and **Mr. Martin Kemp** of the **Calgary Police Service**, who lived through the experience of having a winning hockey team and spontaneous fan celebrations on Calgary's "Red Mile" in 2004.

Workshop tuition: \$1,200 including meals.

FOR FURTHER INFORMATION, PLEASE CONTACT **TERRY GIBBON** AT (613) 998-0779
OR AT TERRY.GIBBON@RCMP-GRC.GC.CA

TO REGISTER:

CPCREGISTRAR@RCMP-GRC.GC.CA

TEL: (613) 993-6033 OR TEL: (613) 998-0877

FAX: (613) 993-9454



Meeting the unique educational needs of law enforcement!