



Institute for  
**LAW ENFORCEMENT  
ADMINISTRATION**



**THE CENTER FOR AMERICAN  
AND INTERNATIONAL LAW**



# The Executive PIO

2024  
May 28-31

Hosted by DFW Airport Police Dept.  
DFW Airport, Texas

**REGISTER NOW**  
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## EVENT HIGHLIGHTS

This course is designed specifically for experienced public information officers or executives with responsibility for internal and external communication. It delves into the role of the strategic communicator, what they can bring to the table, and why they are a key part of the command staff. It explores the academia behind communications and crisis planning, as well as thinking more purposefully about the overall brand and image of an agency. Each day, students will take part in deep-dive discussions about the value of communications, how to garner support for the position, and how to better convey communication theory to executives to earn buy-in for communication programs and enhance the overall communications efforts of their agencies.



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TCOLE CREDIT  
WILL BE AVAILABLE



**CAILAW.ORG/ILEA**  
1.972.244.3400

## COURSE OVERVIEW

Communication is at the heart of building relationships, thus at the heart of good policing. While Public Information Officers, Communications Directors, and such are often pigeon-holed to media relations and social media functions, the insights and skill true strategic communicators bring to the executive are unique and valuable. One of the biggest obstacles of the strategic communicator is developing the expertise and confidence necessary to work closely with chief executives. This course will define the challenges facing police executives and how communication can support management in reaching their goals for a safe and secure community.

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## FACULTY

### Judy Pal

With more than 30 years' experience, Judy Pal has served as an Assistant Commissioner with the NYPD, Director of Operations for FBI-LEEDA, Chief of Staff with the Baltimore and Milwaukee Police Departments, and was a member of the command staff of the Atlanta, Savannah, and Halifax (Canada) police depts.

Judy is proud to have conducted image and media training for thousands of law enforcement professionals during her career.

Pal is a past president of the National Information Officers Association, holds a Master's degree in Public Relations and earned her Certificate in Police Leadership from Dalhousie University in Canada.

## WHO SHOULD ATTEND

This course is tailored to experienced public information officers or executives with responsibility for internal and external communication. This class provides new approaches for those seeking resources and skills to further develop their abilities as a strategic communications advisor for their agencies.

## TUITION | LOCATION | TIMES

### TUITION

\$ 750 ILEA Member | \$ 850 Non-member (Includes all instruction and materials)

### LOCATION | TIMES

DFW Aiport DPS Headquarters  
3600 S 20th St.  
DFW Airport, TX 75261

DAILY 8:30 AM TO 5:00 PM

### HOTEL INFORMATION

Holiday Inn Express - 309 W. St. Hwy. 114, Grapevine, TX, 76051

Townplace Suites - 2200 Bass Pro Court, Grapevine, TX 76051

Springhill Suites by Marriott - 2240 West Grapevine Mills Circle, Grapevine, TX 76051

Hyatt Place DFW - 2350 Global Drive, DFW Airport, TX 75261

*The Institute for Law Enforcement Administration's mission is to improve the quality of justice by developing law enforcement leaders and practitioners through premier professional education and technical support.*

## REGISTRATION FORM

### The Executive PIO

May 28 - 31, 2024 • DFW Airport, Texas

Registration includes all instruction and handouts. Lodging and meals are excluded.

#### Check applicable box:

ILEA Member	\$750
Non-Member	\$850

#### REGISTRATION ROSTER

Your name & contact information will be included on the Registration Roster, unless you indicate otherwise below.

Include only my name & employer/company's name on the roster.

Do not include my name & contact information on the roster.

Name/Rank \_\_\_\_\_

Agency/Firm \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_ Postal Code \_\_\_\_\_

Country \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_

#### RACE / ETHNICITY

To assist CAIL in its commitment to inclusivity, diversity and non-discrimination, we invite you to provide the following (optional) information:

Hispanic/Latino	White	Black/African American
Native Hawaiian/Other Pac Island	American Indian/AlaskaNative	
Asian	Two or More Races	Decline to Specify

#### PAYMENT INFORMATION

Check enclosed payable to: The Center for American and International Law

Purchase Order attached# \_\_\_\_\_

Invoice my agency: Attention: \_\_\_\_\_

Credit Card: All credit card payments should be made online through the event page or through [www.cailaw.org/payment](http://www.cailaw.org/payment).

## GENERAL INFORMATION

**CANCELLATION POLICY:** Tuition, less a \$50 handling charge for each registration, will be refunded upon WRITTEN CANCELLATION received not later than five (5) working days prior to the program. Email [lgaspar@cailaw.org](mailto:lgaspar@cailaw.org). After this date, no refunds, but substitution of attendees for this program will be permitted. Registrants not entitled to a refund will receive the course materials online.

**NONDISCRIMINATION POLICY:** The Center for American and International Law does not discriminate on the basis of race, color, sex, religion, national origin, age, disability, veteran status, sexual orientation, gender identity, or any other protected status in educational activities, scholarship programs or admissions.

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**ELIGIBILITY POLICY:** The Institute for Law Enforcement Administration provides professional education and technical support to the law enforcement community. A registrant in an ILEA program must be a sworn officer; a civilian employee of a law enforcement department; or an employee of a municipal, county or state agency. Anyone interested in attending an ILEA program who does not meet the above standard requirements will need to request advance approval. Such requests will be considered on a case-by-case basis.

**PHOTO/AUDIO/VIDEO RELEASE:** Registration for or attendance at this event acknowledges consent to be recorded or photographed. We reserve the right to use any photograph/video taken at our events, without the expressed written permission of those included within the photograph/video. We may use the photograph/video in publications or other media material produced, used or contracted including but not limited to: brochures, invitations, books, newspapers, magazines, television, websites, annual reports, newsletters, etc. To ensure the privacy of individuals, images will not be identified using full names or personal identifying information without written approval from the photographed subject.

## WAYS TO REGISTER

#### ONLINE

credit card only

[www.cailaw.org](http://www.cailaw.org)

#### MAIL

check only

The Center for American  
and International Law  
5201 Democracy Dr.  
Plano, Texas 75024

#### EMAIL

Lisa Gaspar: [lgaspar@cailaw.org](mailto:lgaspar@cailaw.org)

ILEA: [ilea@cailaw.org](mailto:ilea@cailaw.org)

#### PHONE

credit card only

1.972.244.3404

ILEA: 1.972.244.3430

8:30am-5:00pm Central





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