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## **Planning Guide for Hosting the Course,**

### ***“Joint Public Safety Response to the Active Shooter/Active Assailant”***

At the request of numerous clients, we have created this document to assist you in planning this conference. For some agencies, this may be the largest conference they have ever hosted. The information below is based on lessons learned from conducting this conference more than 200 times.

#### **Scheduling the Event:**

**Best Days:** If this course is primarily for career public safety personnel, we recommend that you schedule the course during a week day. If you plan on including many school employees, you may want to consider hosting this course during the summer or on a teacher workday. If this course is primarily for volunteer public safety personnel, we recommend that you schedule the course on a Saturday. Please note that courses taught on Saturday or Sunday incur an additional \$500.00 fee.

**Times:** This course runs from 0800 to 1700 with an hour and 15 minutes for lunch. We present a tremendous amount of material in this course, and it is important that we stay on time to ensure prompt dismissal at 1700. Please do not expect the instructor to delay the start of the course to allow for late attendees to arrive as this will simply shorten the lunch break. Unless otherwise stated, this course will end promptly at 1700. The course provides two 10-minute breaks in the morning, an hour and 15 minutes for lunch, and two 10-minute breaks in the afternoon. It is essential that this course start on time to ensure on-time completion at 1700. In many cases, the instructor will have a flight to make within two hours of the close of the presentation. Finishing on time allows the instructor time to get to the airport, as well as respecting the travel time home for the participants.

**Marketing Material:** Threat Suppression will provide an electronic flyer with your course details that you can use to distribute electronically. We will also advertise the course on our website. We average 10,000 site visits a month to our website. All marketing material using the name Threat Suppression or the Threat Suppression logo must be approved prior to publication by Threat Suppression staff in writing. We also have a long list of local, state, and federal agencies that want to send personnel to our classes whenever they are offered in their area.

**Promotion:** The responsibility for promoting the event lies solely with the hosting agency. We recommend that you begin promoting the course at least 60 days in advance. Please note that at least 70% of our courses reach the maximum capacity of the venue. In several cases, the host has changed the venue location as many as four times to accommodate large numbers of registrants. In many cases, people are placed on a waitlist to attend the training.

**Host Communication:** It is your responsibility to communicate all pertinent information to course attendees. It is also your responsibility to communicate all information and expectations to the venue hosting the seminar. Please refer to the *Venue Best Practices* section to ensure all details are covered.

### **Event Registration:**

**Participant Registration Cost:** The host agency is allowed to charge participants any fee to attend the course. Many host agencies offer the course for free to participants. If host agencies do charge a fee, the average fee ranges from \$25.00 to \$75.00. The host agency is solely responsible for collecting participant registration fees. As a side note, we have found that when the course is offered for free, approximately 5% of people who register for the course will not show up for the course. This can be reduced by sending out frequent reminders of the course, including a reminder the day before the course.

**Course Registration:** The host agency is solely responsible for accepting registration emails, phone calls, and processing any registration fees. Depending on how soon you start promoting the event, this process can take weeks. We recommend using [www.EventBrite.com](http://www.EventBrite.com) to streamline registration. EventBrite is a free registration service as long as you do not charge a registration fee. If you charge a registration fee, EventBrite takes a portion of the fee (for online registration).

**Day of Registration:** Non-registered attendees often show up the morning of the conference to attend. Please plan to accommodate on-site registration if the course still has vacancies. In nearly all courses, participants arrive 60-90 minutes prior to the start of the course. If the course is full, please make sure to communicate this to all surrounding agencies so that people do not show up just to get turned away. In the past, participants have traveled from more than three hours away, just to get turned away at the door because the course was completely full.

**Registration Contact Information:** Threat Suppression does not ask for any information of registrants. This information belongs solely to the host agency.

### **Venue Best Practices:**

**Venue Size:** The average number of attendees to this course is 300. We have had courses that exceed 3,000 participants. Rural locations that hosted the conference have had more than 500 attendees.

**Audio Visual Requirements:** The venue must have a modern audio/visual system. Please ensure that technology staff support staff will be at the venue at least one hour prior to start to assist the presenter in setting up and testing both audio and visual. We also recommend that technology support staff remain on site during the duration of the course to immediately address any audio or visual problems that may occur. The presenter will use a Macintosh laptop to display the PowerPoint. We will have an adapter for the Macintosh computer to connect to a VGA system. We can also use an HDMI connection to provide both audio and visual output. The venue is responsible for providing a projector, screen, and a lavalier microphone. Please note that the lavalier microphone batteries will need to be replaced at lunch. For venues with more than 200 participants, we strongly recommend having multiple screens available so that participants can easily view the presentation. Internet connection is not required for the presenter.

**Room Setup:** The majority of participants will take notes during the presentation. As such, tables are preferred for ease of participant use. Because of the sensitive nature of the presentation, the auditorium must have the ability to be secured from non-participants during the lecture.

**Restrooms:** Please ensure that adequate restrooms are available for the attendees. At one large conference, the convention center closed all but two restrooms for scheduled maintenance on the day of the conference. This led to significant delays on the breaks, and major frustration with the 750 attendees.

**Meals and Refreshments:** It is up to the host if they will provide any refreshments or meals to the participants. Some hosts offer limited snacks for breakfast and snacks for an afternoon break. Other hosts have received food donations from local restaurants or businesses. Box lunches allow a quick solution for lunch and the cost of the lunch can be added onto the registration fee. If participants are going to eat out, hundreds of participants will flood nearby eating establishments. We recommend that you have a list of nearby eating establishments available for out-of-town participants. For larger conferences, we also recommend that you notify local eateries of a large influx of people coming to eat. Many local eateries have increased their staffing to accommodate the large numbers of people during the lunch break. Please note, there is only one hour and 15 minutes available for lunch.

**Day of Event:** The host will need to provide adequate staff to check in registered participants. We recommend that registration opens at 0700, as many participants arrive early. Prepare to have a large number of attendees arriving approximately 15 minutes before the start of the course. This often leads to a significant backup at the registration table and attendees entering the auditorium after the presentation has started.

### **Event Promotion Tips:**

**Promotion:** The responsibility for course promotion lies solely with the host agency. The aggressiveness of your marketing will determine the number of participants. Some host agencies have conducted very little marketing and only had 50 people attend. Other host agencies have aggressively marketed the course and have had more than 3,000 people attend.

**Participant Demographics:** Approximately 20% of the attendees will travel from more than three hours away to attend the training. Approximately 5% of the attendees will fly in to attend the training. We recommend that you advertise this course to as many people as possible, knowing that many participants will travel several hundred miles to attend. As a general rule, participants will attend from at least three states. We also recommend that you contact local hotels and get discounted rates for participants attending the course.

**Your Agency Website:** We recommend that you post the course information on your agency's website and social media platforms, including details on how to register, and limitations on who may attend.

**Mass Email Notification:** We recommend that you send the marketing flyer to all surrounding public safety agencies, including local, state, and federal. We recommend that you send this information to area school districts, hospitals, 9-1-1 centers, and identified critical infrastructure security managers. We also recommend that you send information on the course to your state Fusion (intelligence) center, or state Office of Emergency Management for widespread distribution.

### **Attendance:**

**Attendance Restrictions:** This conference is open to all active public safety (law enforcement, fire, EMS, 9-1-1, emergency management), military law enforcement/intelligence, military command teams, government intelligence analysts, elected officials, school administrators, hospital administrators, and security managers from recognized critical infrastructure institutions. **It is the responsibility of the host agency to approve each attendee.** We ask that you pay close attention to the registrants. We have had

members of the media, Sovereign Citizens, convicted felons, bounty hunters, and other people attempt to attend the courses using a variety of means to register. Requiring the participants to register using their official work e-mail address is one of the easiest ways to initially vet attendees.

**Security.** A large number of law enforcement officers will attend the training and want to focus their complete attention on the training. Because of this, we ask the course coordinator to ensure that appropriate security measures are in place to protect the attendees during the course and allow participants to focus on the training. Depending on the size of the conference, this may be accomplished by securing the facility during the course, or posting a law enforcement officer(s) to provide security.

**Media Requests.** The media frequently request to conduct feature stories when we present training. We have conducted more than 60 local media interviews on the day of the course. We are more than happy to accommodate media interview requests. We encourage you to let the media know about the training, as this is an excellent opportunity to highlight your agency's dedication to preparing for active shooter events. We frequently conduct the media interviews immediately before the class starts, or on the lunch break. However, because this material is *Law Enforcement Sensitive*, we have a very strict policy for media personnel. This policy is defined below and the Client is responsible for enforcing this policy:

- Members of the media may attend the first 20 minutes of the course for the purpose of taking still photos and videos. After the first 20 minutes, the media is prohibited from taking any photos or videos of the presentation, and the host agency must ensure the media is escorted from the venue.
- To protect the identity of undercover law enforcement officers in attendance, members of the media and conferences attendees are strictly prohibited from taking any still photos or videos that show any of the attendees' faces without the expressed authorization of the person or persons in the picture. At one presentation, a firefighter from the neighboring county took a picture of a slide and posted it to his social media account. In the side of the picture was an eight-member undercover narcotics team from the local sheriff's department sitting with other uniformed officers from their agency. The firefighter inadvertently exposed the identity of the undercover narcotics officers and caused a massive problem for the sheriff's department.
- The host agency is strictly and solely responsible for ensuring that all publications, broadcasts, social media posts, or any other types of information disseminated by the media do not contain any Law Enforcement Sensitive information, or any information that could potentially jeopardize any public safety operations.

#### **Use of Electronic Devices During the Course:**

Because of the sensitive nature of the course content, the use of electronic devices is not allowed at any time during the presentation; this includes cell phones, tablets, laptop computers, and any recording device. Attendees are strictly forbidden from taking pictures of the slides, or audio/video recording of the presentation. Unfortunately, we continue to have an on-going issue with attendees attempting to audio and video record this presentation. It is the responsibility of the host agency to monitor and enforce the *no electronic device policy* during the conference. We recommend that you place signs on the doors leading into the auditorium to remind attendees of this policy. A sign is attached that you may use if you would like. Participants who attempt to record the presentation will result in stoppage of the presentation and immediate dismissal of the participant who is recording. Participants caught recording may also subject the client to a recording charge of \$4,000.00. Audio and video recording for the client is available for \$4,000.00 so that client may use the recording for future agency training.



**BECAUSE OF THE EXTREME SECURITY SENSITIVITY OF THIS PRESENTATION, THE USE OF ALL ELECTRONIC DEVICES IS STRICTLY PROHIBITED DURING THE PRESENTATION.**

**PHOTOGRAPHY, AUDIO RECORDING, AND VIDEO RECORDING IS STRICTLY PROHIBITED DURING THIS PRESENTATION.**