

Illinois School and Campus Safety Program

Effective Communication Principles Before, During, and After Critical Incidents

Cost Free!

Date

August 23, 2024
8:00 am - 4:00 pm

Location

Heartland Community
College
National Guard Readiness
Center - Room 1201
1500 W. Raab Road
Normal, IL 61761

Who Should Attend?

K-12 & Higher Ed
Administrators, Key
Faculty, Public Information
Officers, Legal Counsel,
SROs and Local Law
Enforcement, and Local
Community Services

Registration Required Enrollment is limited!

Registration Deadline
August 12, 2024

[Register Now!](#)

Questions?

(309) 298-2646
schoolsafety@iletsbei.com
www.ilschoolsafety.org

Funding provided in whole
or in part by the Illinois
Emergency Management
Agency, Office of Homeland
Security

Effective communication during a school incident (or incident for any sector) is crucial for minimizing risks, ensuring everyone's safety, and facilitating a swift and successful recovery. By prioritizing clear, consistent, and targeted communication through various channels, communicators can navigate challenging situations effectively and maintain trust with their community.

This training provides attendees comprehensive education on the subject of communications. Throughout the training, attendees will learn about the importance of building relationships with the media and the community through routine communications. The training will also provide guidance on how to prepare for a crisis communications event and what to do should that day happen. Finally, instruction will wrap up with discussion on how to effectively communicate after a critical incident.

Learning Objectives

- Develop clear and consistent messages for all audiences
- Develop external and internal communication skills
- Communicate effectively with various stakeholders during a crisis
- Learn to manage social media communications effectively
- Enhance decision-making

Instructor - Chris Covelli is a nineteen-year law enforcement veteran. He currently serves as a deputy chief in a large Illinois sheriff's office and is a subject-matter expert in crisis communications and external communications. In 2015, Chris was appointed as the lead public information officer for the sheriff's office. He also serves as the lead public information officer for the Lake County Major Crime Task Force. Chris has been the lead public information officer on hundreds of critical incidents involving mass shootings, homicides, hazardous situations, and many more emergency situations. Chris instructs the media relations module of Northwestern University's School of Police Staff and Command and is a training consultant for Julie Parker Communications, LLC.



To learn more about the Illinois School and Campus Safety Program contact Program Director Eric Arnold at (309) 298-2646 or email schoolsafety@iletsbei.com.

