



Proactive School Security & Emergency Preparedness Planning + Extreme Crisis Communications

for School Administrators, School Board Members, Central Office & Building Administrators, and School Public Safety Partners (Police, Fire, EMS and EMA)

**SEMINAR
CO-SPONSORS**

Cleveland Council of Independent Schools

Partners for Success & Innovation (PSI)

Cuyahoga County Emergency Management Agency

Business Emergency Planning Association (BEPA), a program of the American Red Cross, Greater Cleveland Chapter

Cuyahoga County Mayors & Managers Association

Are you prepared to handle an intense school-safety emergency?

The first two hours of this seminar will provide leaders with information on the latest trends in school crime, violence and emergency preparedness issues. Emphasis will be placed on practical, cost-effective best practices for improving school security and better preparing for crisis situations which cannot be prevented.

The second two hours of this seminar will give leaders the tools to navigate the harsh realities of speaking to students, parents, the public, media, partners and stakeholders during an intense public-safety emergency (e.g. mass casualty, pandemic flu, terrorism and other extreme situations involving threats to life and limb).

When: Thursday, April 17, 2008 from 8:00 a.m. – 12:30 p.m.

Instructors: Kenneth S. Trump, National School Safety and Security Services, www.schoolsecurity.org
Bruce M. Hennes, Hennes Communications, www.crisiscommunications.com

Location: American Red Cross, Greater Cleveland Chapter, 3747 Euclid Ave., Cleveland, Ohio

Cost: Free, but space is strictly limited, so reservations are an absolute must.

Online Registration: www.eventbrite.com/event/100222769

Information: 216-321-7774

CERTIFICATION

This seminar has been approved for four (4) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General.



"The need to communicate clearly was never more compelling than during the recovery from the World Trade Center attacks. People were desperate for information. The information had to be correct, but there were delicate questions of taste and sensitivity as well."

– Rudy Guiliani, Former Mayor, City of New York