



TRAINING ANNOUNCEMENT

302 & CPE FUNDING
APPROVED!

PRESS CONFERENCE LEADERSHIP INTENSIVE MULTI-AGENCY CRISIS SIMULATION

Led by two professionals who've stood on opposite sides of high-profile incidents — one delivering the message, one reporting it — this **training delivers realistic, experience-based learning grounded in practice, not theory.**

Advanced Day | Builds on Day One | Scenario-Based | Cross-Jurisdiction

October 7, 2026 | 8:00 a.m. - 4:30 p.m.

Location: Troy Fire & Police Training Center, 4850 John R., Troy, MI 48085

Cost: \$325

Bundle Both Days: \$600

Designed for Multi-Agency Command Coordination

Because during critical incidents in Michigan communities — you don't stand alone at the podium.

Advanced Day Focus

- Define roles before stepping forward
- Determine who speaks — and when
- Align Chief, Command, and City messaging
- Manage evolving facts live
- Handle tough questions with limited information
- Maintain cross-agency credibility

Participants Will:

- Conduct full press conference simulations
- Rotate speaking & command roles
- Receive real-time questioning and review
- Apply the Day One executive framework

Day Two Builds Directly on Day One.

Leaders are encouraged to attend both days for maximum cohesion and impact.

**REGISTER
& PAY**



<https://x.gd/xNG6g>



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