



SMILE CONFERENCE

Social Media the Internet and Law Enforcement

The SMILE Conference™ is the leading conference devoted to Social Media, the Internet and Law Enforcement initiatives. The SMILE Conference has pioneered the adoption of social media by law enforcement agencies across the world for public outreach, crime prevention, and investigations. In conjunction with the ConnectedCOPS™ blog, The SMILE Conference has become both the go-to and most trusted source by law enforcement agencies worldwide.

Upcoming conferences:

- Vancouver, BC – Mar 2012
- Richmond, VA – Sep, 2012
- Silicon Valley, CA – Jan/Feb, 2013

Previous conferences:

- Dallas, TX
- Chicago, IL
- Santa Monica, CA
- Washington, DC

www.TheSMILEConference.com



LAWs ACADEMY

Training courses include:

- Social Media Strategy
- Social Media Policy
- Officer Safety
- Social Media Overview
- Social Media Fundamentals
- Beyond the Basics with SM
- Citizen Engagement
- SM Time Management
- Crisis Management Plan
- Controlling the Virtual Scene
- Leadership in a Cyber World
- Dissolving the Media Filter

On-site and on-line

TESTIMONIAL: LAURI'S EIGHT HOUR PRESENTATION MET ALL OF OUR ESTABLISHED GOALS ... ON THE TOPIC OF SOCIAL MEDIA. HER DEPTH OF KNOWLEDGE IN THIS AREA ALLOWED HER TO CONNECT WITH THE MULTI-GENERATIONAL AUDIENCE AND THEIR VARIED LEVELS OF COMPETENCY. PROFESSIONAL, PERSONABLE, AND A TRUE PASSION TO HELP LAW ENFORCEMENT, I WOULD NOT HESITATE TO HAVE HER COME BACK.
~JAMES MARKER, PROGRAMS MANAGER, WY LE ACADEMY



LAWs
COMMUNICATIONS

Social Media

- Strategy
- Policy
- Training

LAWs Communications works exclusively with law enforcement to apply strategy and governance to social media implementation.

SMILE CONFERENCE

ConnectedCOPS.net

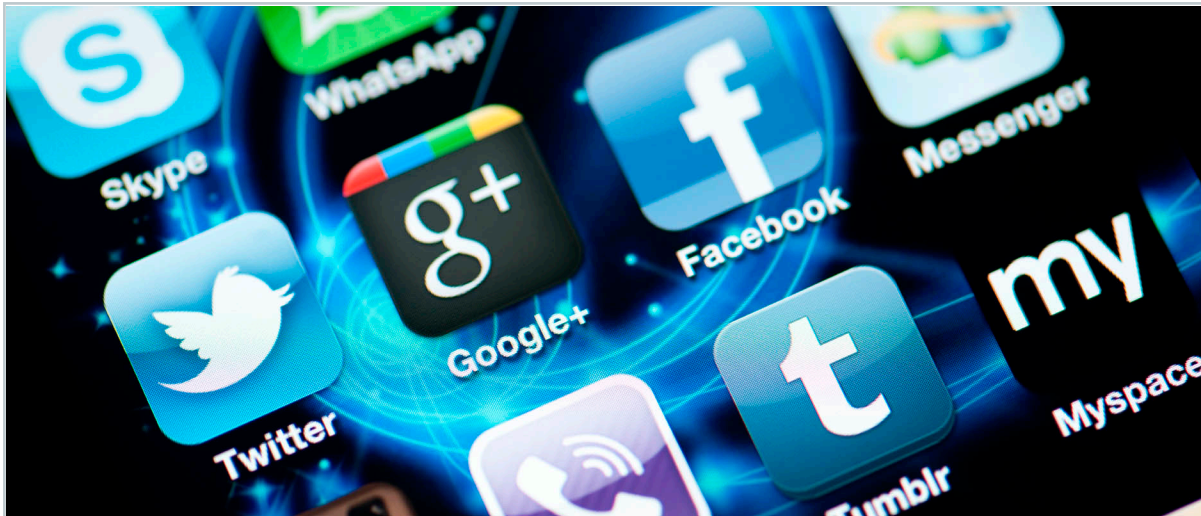
LAWs ACADEMY



@LawScomm
@SMILEConference

www.LAWsCommunications.com
www.ConnectedCOPS.net
www.TheSMILEConference.com
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Committed to law enforcement...

LAWs Communications provides interactive media consultation exclusively to law enforcement. LAWs offers media expertise at all levels, traditional and interactive, specializing in social media strategy consultation and training-through LAWs Academy™ - for law enforcement agencies. LAWs Communications produces The SMILE Conference™ and is the creator of the well-known ConnectedCOPS.net blog.

Strategy Consultation

Incorporating social media into a law enforcement agency isn't about checking a box. It requires a proactive and strategic approach to create an integrated communication plan across the agency. Using the C.O.P.P.S. Social Media Method™, LAWs helps agencies achieve their

communication goals and reach every audience with the right message.

LAWs Academy

LAWsComm's expert training is delivered through the LAWs Academy. Training is tailored to each agency's needs and delivered in half-day, full-day or multiple-day sessions. Please see the LAWs Communications website for information.

ConnectedCOPS

The ConnectedCOPS blog was founded in summer of 2009 and features case studies, stories and perspectives from over 30 international contributors in the law enforcement profession, writing about their use of social media in their work.

TESTIMONIAL: LAURI STEVENS IS A LEADER, MENTOR AND SUBJECT MATTER EXPERT IN THE FIELD OF SOCIAL MEDIA IN LAW ENFORCEMENT... LAURI'S COMPANY... WAS HIRED AS A CONSULTANT TO THE TORONTO POLICE SERVICE TO DEVELOP OUR CORPORATE SOCIAL MEDIA STRATEGY (THE FIRST OF ITS KIND... IN CANADA). LAURI ADDED GREAT VALUE... AND REMAINS A GREAT SUPPORT TO THE TPS.
 ~DEPUTY CHIEF PETER SLOLY, TORONTO POLICE SERVICE

Testimonials

LAURI STEVENS IS SOLELY RESPONSIBLE FOR OUR AGENCY TO MOVE TO THE 21ST CENTURY OF SOCIAL MEDIA.... FROM DAY ONE, SHE HAD AN UPHILL BATTLE TO REACH THE PLATEAU WE KNOW AS POLICE TRUST AND CONFIDENCE, BUT MANAGED TO DO SO WITH HER UP FRONT APPROACH. ~CHIEF JOHN STACEY, BELLEVUE, NEBRASKA POLICE

LAURI IS A DEDICATED PROFESSIONAL WHO TRULY BELIEVES IN THE MEANING AND IMPORTANCE OF HER WORK. SHE GIVES FREELY OF HER TIME, ADVICE, AND KNOWLEDGE THROUGH VARIOUS AVENUES TO HELP POLICE AGENCIES WORLDWIDE ENHANCE THEIR ABILITY TO ENGAGE THEIR COMMUNITIES. ~ SERGEANT TOM LE VEQUE, ARCADIA, CALIFORNIA POLICE

LAURI'S SPECIALIST KNOWLEDGE ABOUT SOCIAL MEDIA, HER COMMUNITY PERSPECTIVE, MIXED WITH HER PASSION TO HELP POLICE AND THE LAW ENFORCEMENT COMMUNITY LEARN, SHARE AND STAY SAFE IS THE MOST REMARKABLE CONTRIBUTION OF ANY SINGLE PERSON I HAVE SEEN IN 21 YEARS AS A POLICE OFFICER FOR TWO MAJOR URBAN CANADIAN POLICE SERVICES. ~CONSTABLE SCOTT MILLS, TORONTO POLICE SERVICE

LAURI IS THE... LEADING EXPERT IN THE FIELD OF SOCIAL MEDIA FOR COPS AND THE LAW ENFORCEMENT WORLD. SHE HAS BECOME A TRUE FRIEND TO OUR POLICE DEPT AND TO OUR PROFESSION. LAURI WAS A MAJOR PLAYER IN THE LAUNCH OF OUR DEPT HOMEPAGE, OUR SOCIAL MEDIA PROGRAM/POLICY. SHE IS RELENTLESS... AND CAN BE TRUSTED TO DELIVER. ~CAPTAIN MARK ELBERT, BELLEVUE, NEBRASKA POLICE

LAURI IS A RECOGNIZED EXPERT IN DEVELOPING SOCIAL MEDIA TRAINING AND POLICY FOR LAW ENFORCEMENT AGENCIES THROUGHOUT THE WORLD. ~CHIEF DAVID MOLLOY, NOVI, MICHIGAN POLICE



LAWsCOMM