2027 Southeastern Crime Stoppers Association

46th ANNUAL TRAINING CONFERENCE | APRIL 4–8, 2027

ALOFT HOTEL | 501 NUTT STREET, WILMINGTON, NC

TENTATIVE CONFERENCE SCHEDULE OF EVENTS

Sunday, April 4 | Registration & Welcome

TIME	SESSION / EVENT
2:00 PM–5:00 PM	Conference Registration – Aloft Alcove
6:00 PM–8:00 PM	Welcome Reception – Aloft WXYZ Bar & Patio
8:00 PM–10:00 PM	Hospitality Suite & Networking – Aloft Suite – Room TBD

Monday, April 5 | Opening Ceremonies & Training

TIME	SESSION / EVENT
7:00 AM–8:45 AM	Breakfast & Coffee
9:00 AM–9:30 AM	Opening Ceremonies & Welcome Remarks
9:30 AM–10:30 AM	Keynote: SC Rep. Brandon Guffey: A Father & Lawmaker's Fight for Online Accountability (Gavin's Law)
10:30 AM–10:45 AM	Break
10:45 AM–11:30 AM	Social Media Trends & Emerging Challenges
11:30 AM–11:45 AM	Break
11:45 AM–12:45 PM	Working Lunch: Healthy Boards & Better Choices – Atlantic Waterfront Ballroom
12:45 PM–1:00 PM	Break
1:00 PM–2:30 PM	Breakout Sessions: Coordinators & Executive Directors/Board Members
2:30 PM–2:45 PM	Break
2:45 PM–4:00 PM	Artificial Intelligence: Your New Digital Assistant
7:30 PM–10:00 PM	Hospitality Suite & Networking – Aloft Suite – Room TBD

Tuesday, April 6 | Training & SECSA Board Meeting

TIME	SESSION / EVENT
7:00 AM–8:45 AM	Breakfast & Coffee
9:00 AM–10:00 AM	Anatomy of a Crime Stoppers Tip
10:00 AM–10:15 AM	Break
10:15 AM–12:00 PM	Cold Case Investigations (Includes Mid-Session Break)
12:00 PM–12:15 PM	Break
12:15 PM–1:15 PM	Working Lunch & Annual Board Meeting – Atlantic Waterfront Ballroom
1:15 PM–1:30 PM	Break
1:30 PM–2:30 PM	Fundraising Strategies & Opportunities
2:30 PM–2:45 PM	Break
2:45 PM–4:00 PM	Marketing, Branding & Community Outreach
7:30 PM–10:00 PM	Hospitality Suite & Networking – Aloft Suite – Room TBD

Wednesday, April 7 | Training & Celebration

TIME	SESSION / EVENT
7:00 AM–8:45 AM	Breakfast & Coffee
9:00 AM–9:45 AM	Crime Stoppers Call Center Operations
9:45 AM–10:00 AM	Break
10:00 AM–10:45 AM	News Media Engagement & Public Relations
10:45 AM–11:00 AM	Break
11:00 AM–12:00 PM	Zeffy: Digital Fundraising Tools & Technology
5:30 PM–6:00 PM	Banquet Social – Atlantic Waterfront Ballroom
6:00 PM–9:00 PM	Annual Awards & Recognition Banquet – Atlantic Waterfront Ballroom
9:00 PM–11:00 PM	Hospitality Suite & Networking – Aloft Suite – Room TBD

Thursday, April 8 | Conference Departure

*This preliminary schedule is provided for planning purposes. All training topics, session times, and activities are subject to change.