

SPEAKER BIOS

WELCOME ADDRESS

Jeff Longwell

Mayor Jeff Longwell was elected to office in April 2015. He is a longtime resident of Wichita.

Mayor Longwell began his community involvement as a member of the Maize School Board of Education, where his children attended school. This experience led to his interest in running for the Wichita City Council, where he succeeded and was appointed the District 5 City Council member in April of 2007.

Mayor Longwell's goals and objectives are to move the City of Wichita forward by promoting economic development among city and county lines, generating jobs and creating a business-friendly environment.



Photo courtesy City of Wichita

KEYNOTE



Kerry Shearer

Kerry Shearer is an extremely versatile communications professional, with skills ranging from issues management to crisis response, social media outreach, marketing campaigns, audio and video production, news reporting, broadcasting and webcasting.

He thrives on helping communications colleagues develop their proficiency and expertise.

Shearer's expertise in social media and video use for public agencies and business has become nationally recognized. He has made presentations to the Albany, NY Center for Public Health Preparedness, the U.S. Centers for Disease Control (CDC), the California Department of Public Health, the UC Berkeley School of Public Health, the National Association of Clean Air Agencies, the U.S. EPA's National Air Quality Conference, the California Immunization Registry Annual Conference, and has provided counsel to dozens of organizations across the country.

Shearer was a pioneer on Periscope, Twitter's livestreaming service that launched in March 2015. He gained thousands of followers as "The Periscope Expert," teaching livestreaming best practices and smartphone video production techniques to an eager live online audience. He is now known as "The Livestream Expert," incorporating livestreaming techniques for numerous popular platforms, including Facebook Live and YouTube.

Shearer also has been on the cutting edge of the online communications revolution, developing and implementing groundbreaking communications strategies for Sacramento County Public Health and others. He attracted national attention for Sacramento County Public Health through the innovative use of Twitter, Facebook, YouTube and Skype during the H1N1 Flu Pandemic crisis in 2009-2010, and since that time has shared his expertise and experiences with other state and local agencies, helping them to understand and participate in this most fundamental change in the way we communicate.

Fires, floods, earthquakes — Shearer has covered them all, both as a reporter and as a corporate communications professional. He is well-versed in Emergency Operations Center procedures, using SEMS and NIMS, and has served on many crisis communications teams, both during actual events and during scores of drills and exercises. He is a team member of Media Survival Group, which trains persons serving as Public Information Officers to work together during emergencies. He has also provided media training to help public information personnel to respond effectively to media inquiries.

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WELCOME TO WICHITA!

KAPIO

ANNUAL

CONFERENCE

May 30 - 31, 2019

Hotel at Old Town Conference Center | Wichita

The Air Capital and Home of Riverfest!

Welcome to the 11th annual KAPIO Conference! As Public Information Officers and communicators, we're constantly looking for ways to refine our messages and reach audiences on behalf of our agencies.

During the next two days here in Wichita, you'll have the opportunity to learn, share, network and collaborate with your peers, and hear from experts about public information and the continuously changing environment in which we operate. Please take the time to meet new people, ask questions, and create those connections needed to maximize your efforts and strengthen your organization's communications efforts.

**2019 KAPIO Conference
WiFi network:**

HotelOldTownConference

No password needed!


The 2019 KAPIO Conference is made possible in part through the generous contributions of our corporate sponsors:



SESSIONS & SPEAKERS

THURSDAY, MAY 30, 2019

Times and locations of breakout sessions are subject to change. Changes will be made known if they occur.


	SESSION	TOPIC & SPEAKER	LOCATION
7:00 a.m.	Registration Opens	A full breakfast buffet is provided to guests staying at Hotel at Old Town. Those not staying at the hotel will need to pick up a breakfast ticket at the front desk.	Hotel at Old Town Lobby
8:00 a.m.	Welcome Addresses	Jeff Longwell, <i>Mayor of Wichita</i> Andrew Lawson, <i>2018-20 KAPIO President</i>	Keen Kutter C&D
8:45 a.m.	Keynote Address	Smartphone Video Lab: Learn to Create Recorded and Live Video Quickly and Confidently — Kerry Shearer	Keen Kutter C&D
11:45 a.m.	Break	Please use this time to visit with our vendors!	
11:55 a.m.	Lunch	How to Get Public Input You Can Use: Amplify the Wisdom of the Crowd and Mute the Madness — Kevin Lyons, <i>FlashVote</i>	Keen Kutter C&D
		 The FlashVote solution combines patent-pending technology and world-class policy and survey design expertise. Your community provides the issues. FlashVote structures, collects and reports the citizen inputs. FlashVote can even provide unbiased policy analysis and suggest best practices. The result is better decisions by governments and happier citizens.	
12:55 p.m.	Transition to Breakouts	Please use this time to visit with our vendors!	
1:00 to 2:00 p.m.	Breakout #1	Marketing and Community Branding Panel — Angie Prather and Courtney Sendall, <i>Wichita Regional Chamber of Commerce</i>	Keen Kutter A
	Breakout #2	Keeping It Legal with Kansas Open Meetings/Records Acts — Philip Michael, <i>Kansas Attorney General's Office</i>	Keen Kutter B
2:00 p.m.	Break	Please use this time to visit with our vendors! Refreshments will be made available.	
2:15 p.m.	Featured Session	Master Media Training Before the Crisis — Eric Wilson, <i>Instructor, Outreach Director and Adviser at Wichita State University, media training consultant</i>	Keen Kutter C&D
3:00 p.m.	General Session	2018 Eureka Tornado: Crisis Communications in Action — Rick Horn, <i>Mitchell County Emergency Management/IMT PIO</i>	Keen Kutter C&D
4:00 p.m.	General Session	Brand and Image Management for Your Organization — Mat Droge, <i>Geary County Public Schools</i>	Keen Kutter C&D
5:00 p.m.	Break		
6:00 to 8:30 p.m.	Dinner/Social Event	Join us as KAPIO takes over Heroes Sports Bar & Grill! KAPIO will have Heroes all to itself on Thursday night. \$5 burgers? A wide selection of appetizers and brews? What's not to love? We'll pay for the burgers and appetizers; you pay for the drinks. Hope everyone can join us for a fun social event!	Heroes Sports Bar & Grill, 117 N. Mosley St., Old Town, Wichita

Visit www.kapio.org to renew your membership online, learn about upcoming meetings and training opportunities, and keep in touch with PIOs around the state on our exclusive email listserv!

Tweet from the conference!
#KAPIO2019 • @kapio

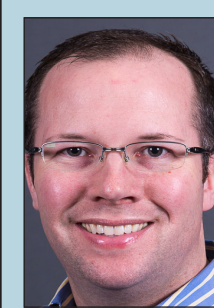
SESSIONS & SPEAKERS

FRIDAY, MAY 31, 2019

	SESSION	TOPIC & SPEAKER	LOCATION
6:30 to 9:00 a.m.	Full Breakfast Available at Hotel	A full breakfast buffet is provided to guests staying at Hotel at Old Town. Those not staying at the hotel will need to pick up a breakfast ticket at the front desk.	Hotel at Old Town Lobby
8:00 a.m.	Opening Session	Facebook / Instagram for Government — Janelle Watson, <i>Facebook U.S. Politics and Government Division</i>	Keen Kutter C&D
10:00 a.m.	Break	Please visit with our vendors! Refreshments will be available.	
10:15 a.m.	General Session	To Engage or Not to Engage? That Is the Question — Nick Combs, <i>Johnson County Park and Recreation District</i>	Keen Kutter C&D
11:00 a.m.	Break	Please visit with our vendors! Refreshments will be available.	
11:05 a.m.	General Session	Everyone Is a Reporter: Dealing with "Gotcha" Journalism — Meg Ralph, <i>City of Overland Park</i>	Keen Kutter C&D
11:50 a.m.	Business Meeting	Quarterly Agenda — Selection of officers, treasurer's report, approval of minutes	Keen Kutter C&D
12:15 p.m.	Lunch	Census 2020: Preparing Your Community for the Count — Emily Kelley, <i>U.S. Census Bureau</i>	Keen Kutter C&D
		 A complete count of every person living in the U.S. has tremendous benefits for your stakeholders, and informs business decisions, policy, community initiatives and consumer advocacy. The U.S. Census Bureau works with a broad spectrum of government and community leaders to form Complete Count Committees that educate and motivate residents to participate in the 2020 Census!	
1:30 p.m.	Adjourn	Please travel home safely!	

ERIC WILSON BIO

Gain insights into the evolving role of the public relations practitioner and the importance of communicating context in interactions with the media. Other key takeaways include techniques for crafting stronger sound bites and quotes, and strategies and resources for training executives and thought-leaders to give more effective, positive on-camera interviews.



Eric M. Wilson is an associate public relations educator at Wichita State University's Elliott School of Communication and founder of media training firm V1 Communications.

Wilson is immediate past president of the Public Relations Society of America Kansas Chapter, current chair-elect of the PRSA Southwest District and a 2019 Silver Anvils judge. He has more than 10 years of media training and teaching experience, having completed a public relations internship at Southwest Airlines and two national business journalism fellowships at the Donald W. Reynolds National Center at Arizona State.

A 2018 PRSA iCon speaker, Wilson is an experienced media trainer and consultant. He has conducted professional development sessions for hundreds of students, public relations professionals, government officials, financial marketers, Division I student-athletes and aviation professionals. He is a proud husband and father of two sons, an airline dork who is always planning his next trip, and a long-suffering Royals fan.