The nation’s first conference dedicated to 9-1-1 public education will be held this summer at the Radisson Fossil Creek in Fort Worth, Texas from August 1-2, announced Patti Davis, 9-1-1 National Public Educator Forum (NPEF) facilitator.

"This event will allow educators to be exposed to great sessions aimed at improving outreach efforts in 9-1-1 public education as well as provide ideal networking opportunities," Davis said.

The two-day conference is ideal for both seasoned individuals as well as newcomers to 9-1-1 public education profession. The conference is an extension of the current offerings made available by the 9-1-1 NPEF. Throughout the year, 9-1-1 NPEF collects ideas and improvements in 9-1-1 public education and then circulates those among educators throughout the country by means of weekly e-mails coordinated by 9-1-1 NPEF staff.

Members such as Toni Neiswonger from Pennsylvania find the group's resources very useful, "I have participated in group purchases, got public service announcement ideas, and obtained a video that allowed us to start a teen program. Without the group, we might never have had these opportunities due to financial limitations in our small, rural county."

The value of public education cannot be underestimated. Although public education is often a target for budget cuts, it is the most cost effective form used to help inform and educate the public at large about 9-1-1. Public education is attributed to reducing call volume, informing the public on how to ensure a prompt response, and yes even saving lives by making children and others aware of when to call 9-1-1 and what to say.

The conference will offer a variety of sessions. Measuring the success of your outreach program; learning how to make the best with the budget you have, and even targeting valuable local resources for assistance in funding portions of an outreach program. Reinventing the wheel is something that educators try to avoid, and by doing so, are able to alleviate the public education budget for other obligations.

Conference organizers have made special efforts to make attendance affordable. Registration for the event is $125 (until April 15th) and the hotel rate is offered at $120 for either single or double rooms with breakfast included. For more information feel free to contact pdavis@wctcog.org or visit the Facebook site at: www.facebook.com/event.php?eid=112897688767243
CONFERENCE FACT SHEET

From August 1-2, 2011, the NPEF will bring together 9-1-1 educators, administrators and other support professionals in the 9-1-1 industry to learn how to improve their public education programs.

**General Information**

What: The National Public Education Forum Conference is the nation’s first conference aimed at 9-1-1 educators. The event features two days of industry-focused sessions and technical education with hands-on training on how to make programs cost effective.

Who: All individuals who work for a PSAP or other 9-1-1 entity and play a role in public education with their community.

When: August 1-2, 2011

Where: Ft. Worth, Texas, Radisson Hotel Fossil Creek
http://www.radisson.com/npef2011

Room rate: $120 per night (must book by April 15 to ensure rate)

Registration: $125 by April 15 SPECIAL EARLY BIRD RATE
$225 after April 15

**Workshop Highlights**

Education: Technical breakout and general sessions presented by educators with successful results in community outreach.

Training: Hands-on training sessions provide attendees best practice education with actual templates and mock samples.

Networking: Multiple opportunities to make professional connections by sharing best practices, success stories and solutions to public education issues.
HOW TO JUSTIFY ATTENDING THIS CONFERENCE
Many travel and training budgets have been reduced or cut. If you feel that the training you will receive at this conference is worth the cost, then you'll probably need to justify it to your manager. Below are some helpful tips and steps that can be taken when securing your attendance to this conference.

WHY ATTEND THE NATIONAL PUBLIC EDUCATOR FORUM CONFERENCE 2011
By attending, you will:

• **Receive** first hand, face-to-face dialogue with public education industry experts who have successfully implemented best practices solutions
• **Create** and expand your professional network
• **Develop** talking points to communicate more effectively about 9-1-1 education
• **Identify** measurement tools that will evaluate your public education efforts.
• **Answers** and solutions to issues current in your 9-1-1 Community
• **Discover** new methods and products that can lower expenses and increase your public education outreach
• **Talk** to the ‘best in our industry’

COST AND JUSTIFICATION
In order to justify any cost, you may need to understand the purpose of your attendance. Make a list of the things you would like to accomplish/learn at the conference:

• Is there a current issue at your PSAP/9-1-1 entity regarding public education?
• Identify the educational outreach skills that you would like to improve upon.
• Can you find one idea that will increase 9-1-1 awareness and/or decrease costs?
• Are you concerned about pending budget cutbacks relating to educational outreach?
• Would you benefit from expanding your personal and professional network?

PRESENTING TO YOUR MANAGER
The first and foremost communication should be a formal memo directed to your manager requesting attendance and why. A memo requesting attendance and the following talking points will assist you in making the case to attend. Should you need a sample memo, feel free to contact us.

• Send memo or your standard request form
• Schedule a follow-up meeting with your boss to discuss the request
• Focus on the points you wrote and review its relevance to your company and/or you.
• I am going to look for a solution for “this” problem
• I believe information about XYZ is beneficial to our PSAP/9-1-1 entity and I would like to learn more about it
• The educational training and experience is excellent
• I am going to look for some opportunities for our organization as well as ideas on how to reduce costs in “these” areas
• Agree to share your information upon your return with your colleagues or area collaborators. Train others upon your return. By sharing the information the training experience for others is invaluable.
• Implement at least one performance change you’ve learned. Be sure to document the savings, and emphasize that this savings would not have been realized if you had not attended the conference or class.
• Emphasize that this is a unique 2-day conference focused on public education.
9-1-1 National Public Educator Forum
2011 Conference Sponsorship Levels

**Platinum Sponsor ($1000 +)**
- Table space for your company literature in the registration area
- Continuous looping of your organization logo at event
- Opportunity to distribute organizational give-away to all attendees
- Acknowledgment in the conference program
- Formal recognition of your organization from event stage

**Gold Sponsor ($500 - $999)**
- Continuous looping of your organization logo at event
- Opportunity to distribute organizational give-away to all attendees
- Acknowledgment in the conference program
- Formal recognition of your organization from event stage

**Silver Sponsor ($250 - $499)**
- Opportunity to distribute organizational give-away to all attendees
- Acknowledgment in the conference program
- Formal recognition of your organization from event stage

**Bronze Sponsor ($50 - $249)**
- Acknowledgment in the conference program
- Formal recognition of your organization from event stage

**Specific Sponsorship Opportunities**
- $1,500 Off-Site Evening Event
- $1,500 Reception
- $1,500 Food/Beverage
- $1,000 Keynote Speaker
- $1,000 Conference Program/Printing/Signage
- $800 Conference T-Shirts
- $500 A/V Needs
- $450 Conference Bag or Portfolio
The National Public Education Forum Conference is the nation’s first conference aimed at 9-1-1 educators.

The event features two days of industry-focused sessions and technical education with hands-on training on how to make programs cost effective.

**EARLY BIRD RATE** (good until April 15, 2011) $125

**REGULAR RATE** (after April 15, 2011) $225

Sunday – July 31, 2011
- Registration 12:00 pm – 5:00 pm
- Welcome Reception 6:00 pm – 7:00 pm

Monday – August 1, 2011
- Registration 7:30 am – 3:00 pm
- Education Sessions 8:30 am – 11:50 am
- Box Lunch 12:00 pm – 1:00 pm
- Education Session 1:20 pm – 5:10 pm

Tuesday – August 2, 2011
- Registration 7:30 am – 3:00 pm
- Education Sessions 9:00 am – 11:50 am
- Lunch – On your own 12:00 pm – 1:00 pm
- Education Sessions 1:20 pm – 5:10 pm
- Closing Session/Dinner 6:30 pm – 8:00 pm

MAKE CHECK PAYABLE TO:
WCTCOG, Attention: Patti Davis, 3702 Loop 322, Abilene, Texas 79602

For more information, contact Patti Davis at 325.672.8544 or pdavis@wctcog.org

No refunds will be given after June 30, 2011.
National Public Educator Forum / 911 Conference
Dallas/Fort Worth, TX (DFW)
7/29/2011 to 8/5/2011

We are pleased to offer special discounts for your event.
You may book online at www.continental.com and enter your Offer Code ZJVY868813 in the Offer Code box when searching for your flights.

If booking through a travel professional or MeetingWorks at 800-468-7022, please give them the following information:

Agreement Code: 868813
Z Code: ZJVY

Outside of the United States, please call your local Continental Airlines Reservation Office.

Experience dependable, first-rate service and earn miles in OnePass®, Continental’s award-winning frequent flyer program. To enroll in OnePass®, log on to www.continental.com.