



The Executive Communicator

2025
May 12 - 15

Hosted by DFW Airport Police Dept.
DFW Airport, Texas

REGISTER NOW
cailaw.org/ilea

EVENT HIGHLIGHTS

This course is designed specifically for experienced public information officers or executives with responsibility for internal and external communication. It explores the academia behind communications and crisis planning, as well as thinking more purposefully about the overall brand and image of an agency.

Each day, students will take part in deep-dive discussions about the value of communications, how to garner support for the position, and how to better convey communication theory to executives to earn buy-in for communication programs and enhance the overall communications efforts of their agencies.

TCOLE CREDIT
WILL BE AVAILABLE



[CAILAW.ORG/ILEA](https://cailaw.org/ilea)
1.972.244.3400

COURSE OVERVIEW

Communication is at the heart of building relationships, thus at the heart of good policing. While Public Information Officers, Communications Directors, and such are often pigeon-holed to media relations and social media functions, the insights and skill true strategic communicators bring to the executive are unique and valuable.

One of the biggest obstacles of the strategic communicator is developing the expertise and confidence necessary to work closely with chief executives. This course will define the challenges facing police executives and how communication can support management in reaching their goals for a safe and secure community.

This course is designed specifically for experienced public information officers or executives with responsibility for internal and external communication. It explores the academia behind communications and crisis planning, as well as thinking more purposefully about the overall brand and image of an agency.

Each day, students will take part in deep-dive discussions about the value of communications, how to garner support for the position, and how to better convey communication theory to executives to earn buy-in for communication programs and enhance the overall communications efforts of their agencies.

FACULTY

Judy Pal

With more than 30 years' experience, Judy Pal has served as an Assistant Commissioner with the NYPD, Director of Operations for FBI-LEEDA, Chief of Staff with the Baltimore and Milwaukee Police Departments, and was a member of the command staff of the Atlanta, Savannah, and Halifax (Canada) police depts. Judy is proud to have conducted image and media training for thousands of law enforcement professionals during her career.

Pal is a past president of the National Information Officers Association, holds a Master's degree in Public Relations and earned her Certificate in Police Leadership from Dalhousie University in Canada.

WHO SHOULD ATTEND

This course is tailored to experienced public information officers or executives with responsibility for internal and external communication. This class provides new approaches for those seeking resources and skills to further develop their abilities as a strategic communications advisor for their agencies.

TUITION | LOCATION | TIMES

TUITION

\$ 750 ILEA Member | \$ 850 Non-member (Includes all instruction and materials)

LOCATION | TIMES

DFW Airport DPS Headquarters
3600 S 20th St.
DFW Airport, TX 75261

DAILY 8:30 AM TO 5:00 PM

HOTEL INFORMATION

Holiday Inn Express - 309 W. St. Hwy. 114, Grapevine, TX, 76051

Townplace Suites - 2200 Bass Pro Court, Grapevine, TX 76051

Springhill Suites by Marriott - 2240 West Grapevine Mills Circle, Grapevine, TX 76051

Hyatt Place DFW - 2350 Global Drive, DFW Airport, TX 75261

The Institute for Law Enforcement Administration's mission is to improve the quality of justice by developing law enforcement leaders and practitioners through premier professional education and technical support.



REGISTRATION FORM

The Executive Communicator May 12 - 15, 2025 • DFW Airport, Texas

Registration includes all instruction and handouts. Lodging and meals are excluded.

Check applicable box:

ILEA Member	\$750
Non-Member	\$850

REGISTRATION ROSTER

Your name & contact information will be included on the Registration Roster, unless you indicate otherwise below.

Include only my name & employer/company's name on the roster.
Do not include my name & contact information on the roster.

Name/Rank _____

Agency/Firm _____

Address _____

City, State _____ Postal Code _____

Country _____ Phone _____

E-mail _____

RACE / ETHNICITY

To assist CAIL in its commitment to inclusivity, diversity and non-discrimination, we invite you to provide the following (optional) information:

Hispanic/Latino	White	Black/African American
Native Hawaiian/Other Pac Island	American Indian/AlaskaNative	
Asian	Two or More Races	Decline to Specify

PAYMENT INFORMATION

Check enclosed payable to: The Center for American and International Law

Purchase Order attached# _____

Invoice my agency: Attention: _____

Credit Card: All credit card payments should be made online through the event page or through www.cailaw.org/payment.

GENERAL INFORMATION

CANCELLATION POLICY: Tuition, less a \$50 handling charge for each registration, will be refunded upon WRITTEN CANCELLATION received not later than five (5) working days prior to the program. Email lgaspar@cailaw.org. After this date, no refunds, but substitution of attendees for this program will be permitted. Registrants not entitled to a refund will receive the course materials online.

NONDISCRIMINATION POLICY: The Center for American and International Law does not discriminate on the basis of race, color, sex, religion, national origin, age, disability, veteran status, sexual orientation, gender identity, or any other protected status in educational activities, scholarship programs or admissions.

PRIVACY POLICY: We do not sell or rent information to any outside parties. By providing your information, you will receive postal and electronic communications The Center for American and International Law (CAIL) in accordance with CAIL's Privacy Policy. At any point, you can opt-out or unsubscribe by selecting either link at the bottom of each email or call us at 972.244.3400.

ELIGIBILITY POLICY: The Institute for Law Enforcement Administration provides professional education and technical support to the law enforcement community. A registrant in an ILEA program must be a sworn officer; a civilian employee of a law enforcement department; or an employee of a municipal, county or state agency. Anyone interested in attending an ILEA program who does not meet the above standard requirements will need to request advance approval. Such requests will be considered on a case-by-case basis.

PHOTO/AUDIO/VIDEO RELEASE: Registration for or attendance at this event acknowledges consent to be recorded or photographed. We reserve the right to use any photograph/video taken at our events, without the expressed written permission of those included within the photograph/video. We may use the photograph/video in publications or other media material produced, used or contracted including but not limited to: brochures, invitations, books, newspapers, magazines, television, websites, annual reports, newsletters, etc. To ensure the privacy of individuals, images will not be identified using full names or personal identifying information without written approval from the photographed subject.

WAYS TO REGISTER

ONLINE

credit card only
www.cailaw.org

MAIL

check only

The Center for American
and International Law
5201 Democracy Dr.
Plano, Texas 75024

EMAIL

Lisa Gaspar: lgaspar@cailaw.org
ILEA: ilea@cailaw.org

PHONE

credit card only
1.972.244.3404
ILEA: 1.972.244.3430
8:30am-5:00pm Central



Institute for
**LAW ENFORCEMENT
ADMINISTRATION**

THE CENTER FOR AMERICAN
AND INTERNATIONAL LAW

The Executive Communicator
Institute for Law Enforcement Administration
The Center for American and International Law
5201 Democracy Drive
Plano, TX USA 75024

The Executive Communicator

2025
May 12 - 15

