

# THE BRIEFINGS

A NATIONAL SCHOOL SAFETY SYMPOSIUM

April 8-9, 2025

National Center for Integrated Emergency Response (NCIER) Campus | 1325 Oviedo Mall Blvd, Oviedo, FL

Cost: \$450

Register: <https://iloveguys.org/The-Briefings.html>

## The Briefings

### A National School Safety Symposium

The Briefings are an amazing opportunity to meet and connect with individuals who work in schools, districts, departments, agencies, and organizations across the country.

Thanks to the generosity of our long-time partner, C3 Pathways, we're bringing this transformative experience to the East Coast. Over two days, you'll dive into immersive learning, gain and share insights with passionate peers, and forge meaningful connections—all with the shared goal of creating safer schools and communities.

The Briefings Symposium is not your average conference. It's where leaders, practitioners, change-makers and explorers come together to share their knowledge and experience, exchange actionable ideas, make strong connections and leave empowered to make a difference.

Participants come away from the Briefings with actionable insights and takeaways from The "I Love U Guys" Foundation speakers, and have a chance to build strong connections to help accomplish them.

## Tuesday, April 8

*Doors open at 7:00 am*

**8:00 am - 8:30 am: Welcome**

**8:30 am - 11:30 am: Platte Canyon Debrief**

**John-Michael Keyes**, Executive Director, The "I Love U Guys" Foundation

**Stacy Avila**, Retired Police Officer and SWAT Negotiator, Arvada Police Department/Jeffco Regional SWAT

This presentation explores the interactions during the Platte Canyon High School events between a negotiator, Stacy Avila, and a 16-year-old girl being held hostage. It's a powerful affirmation of a negotiator and a victim's father, John-Michael Keyes, sharing their experiences on that day and the positive outcomes and protocols that are impacting schools across the globe as a result of tragedy.

**11:45 am - 1:00 pm: Lunch**

**1:00 pm - 2:00 pm: Crisis Communication: The Rapid Communication Method (RCM)**

**Pat Hamilton**, Alliance Director; Former Chief Operating Officer at Adams 12 Five Star Schools

Ask anyone about the biggest challenge in a crisis, and the answer is almost always the same: communication, communication, communication.

This dynamic session provides you with practical, actionable techniques for effective crisis communication, including rapidly gathering and organizing critical information and ensuring timely, accurate communication with parents, staff, and community partners.

Participants will leave with a deeper understanding of how to manage communication under pressure and actionable strategies to implement in their crisis plans immediately.

**2:00 pm - 4:00 pm: Domino Pushers**

**David Benke**, Retired Math Teacher at Deer Creek Middle School

Dr. David Benke shares an inspiring personal account of the actions and decisions that shaped his response before, during, and after the 2010 shooting at Deer Creek Middle School. This presentation ignites educators and first responders to evaluate their roles in a crisis before the crisis happens.

## Wednesday, April 9

*Doors open at 7:00 am*

**8:00 am - 4:00 pm: Full-Day SRP/SRM Train the Trainer Workshop**

**John-Michael Keyes**

Empower your team with the knowledge and confidence they need to enhance school safety and preparedness across their communities.

The Full-Day Workshop introduces the history, concepts and functionality of the Standard Response Protocol (SRP) and the Standard Reunification Method (SRM), including implementation of the programs, team training, advanced questions, and plenty of opportunities for networking with your peers. Participants will come away from this workshop able to train others within their organization on the SRP and the SRM.