



Proudly presents

CRIME STOPPERS

20XII Western Training Conference

May 3 - 5, 2012, Greenwood Inn and Suites; Calgary, Alberta

Schedule:

Thursday May 3, 2012

- 8:30 - 15:30 Coordinators Session (To Be Determined)
- 12:00 - 17:00 White Hat Registration
- 18:00 - 20:00 **WESTERN WELLNESS AND WELCOME:**
Join us for a casual cowboy welcome.

Friday May 4, 2012

- 7:30 - 8:30 Breakfast Round-up
- 8:45 - 9:45 Official Opening Ceremony
- 9:45 - 10:00 Nutritional Break
- 10:00 - 11:30 **General Delegate Session: Kicking in the Door: The MGO Experience**
The MGO experience, learn what happens to your MGO tip. Participate with the ALERT (Alberta Law Enforcement Response Team or Southern Alberta Green Team) in carrying out a warrant and kicking down the door of a Marijuana Grow Operation. A hands on experience to MGO's!
- 11:45 - 13:00 Lunch n Learn
- 13:15 - 16:00 Provincial Meetings
- 16:30 - 20:00 **PITCH FORK - DINING NETWORK:**
Enjoy your evening meal at one of the local eateries (most within walking distance of the conference).

20:00 - 24:00 **LEGAL FUN AND FRIVOLITY: BRING YOUR JEANS, SPURS AND POKER FACE**
Put on your BEST western duds and come celebrate a un- traditional Western Saloon. An evening of saloon style games, contests, snacks and libations...

Saturday May 5, 2012

7:30 - 8:30 Breakfast Round-up

8:45 - 10:00 **Session: *Going Viral: Embrace Social Media***
Twitter, Facebook and other Social Media and how they can help your program to build followers, raise your community profile and ultimately help your program on all levels.

Session: *Giving: A Stakeholder Perspective*
Corporate giving; who they are giving to, what they are giving and why they are giving. Representatives from the community giving units of major energy companies will share their thoughts on corporate giving and making yourself stand out from the hundreds of other not for profits competing for their resources.

10:00 - 10:15 Nutritional Break

10:15 - 11:30 **Session: *Going Viral: Embrace Social Media***

Session: *Giving: A Stakeholder Perspective*

11:45 - 13:00 Lunch n Learn

13:15 - 14:30 **Session: *Tip Tools and Call Takers: Chronicles of the Trade***
TipSoft and Alternative Answers are critical pieces of the Crime Stoppers puzzle. Fully understand their capabilities, limitations and suggested best practices to help enhance your program efficiencies and provide you with better statistical information.

Session: *Share the Knowledge, Lighten the Load*
A round table discussion on best practices, sharing statistics, fundraising ideas, media strategies and other program related information designed to help your program achieve its goals and provide the public with a consistent Crime Stoppers message.

14:30 - 14:45 Nutritional Break

14:45 - 16:00 **Session: *Tip Tools and Call Takers: Chronicles of the Trade***

Session: *Share the Knowledge, Lighten the Load*

18:00 - 19:00 **COWBOY RECEPTION**

19:00 - 24:00 **30th ANNIVERSARY CELEBRATION:**

Blue Jeans and Bow Ties gala celebrating our 30th Anniversary and the closing of the first ever Western Canadian Crime Stoppers Training Conference.

The “Spousal Program”: In addition to the conference events noted in the registration package, the spouses will consist of one day trip to the famous Cross Iron Mills Mall with special promotional package. Other spousal activity(s) are being considered and will be posted on our website (www.tttTIPS.com), please check back.