

FY 18 RISK MANAGEMENT SEMINAR



Please Join Us at the 2018 MIIA Spring Conference

When the Professional Becomes Too Personal: Boundaries in an Electronic Age'

Date: Tuesday April 10, 2018,
8:30 am - 3:00 pm
Location: Hotel 1620 Plymouth Harbor
180 Water Street Plymouth, MA 02360

Here's what to look forward to:

It's no secret that social media has been both a blessing and a curse for us as a society. Just watch today's news to hear about some e-scandal. But, today's municipal workplace is also being confronted with its unique set of questions and conundrums around the use of social media in the workplace - where's the line between personal and professional, public and private? What role does a social media policy play in mitigating risk? What are best practices? Add to this the element of cybersecurity - we've heard about the hackings - and we have a situation rife with challenges. Here we'll be looking at how municipalities can guard against risks, but also leverage the benefits of social media for communication and promotional purposes.

An exciting array of speakers and program components will steer us through this timely topic, **including keynote speakers Joan Pelzer, Founder, CEO & President of Joan Pelzer Social, a social media marketing agency, and Host of FollowMeFriday on TalkRadio.NYC; and, Jessica Robinson, Founder, and CEO of PurePoint International and best-selling author. Also featured will be Attorney John Davis of Pierce Davis & Perritano LLP and Attorney Seth Berman of Nutter McClennen & Fish LLP.**

Attendance at this training qualifies the MIIA member for 2% credit under the FY 18 Rewards program under the Public Officials, School Board or Law Enforcement category