

About the Presenters

Peter Prodromou is a seasoned corporate executive with extensive experience leading global corporations. Most recently, Prodromou was president and CEO of Racepoint Global, an international marketing services company. Peter's leadership vision was predicated on the idea that social media is the connective tissue that makes PR and advertising indistinguishable. Prior to leading Racepoint, Prodromou was a partner in the advertising agency, Cosmopoulos, Crowley & Daly. Prodromou lectures at leading colleges, including Boston University, Emerson College and the Hult International School of Business. Peter is sought by international leaders and is a graduate of Boston University's College of Communications.

Michael Taylor was appointed to the position of Director of Personnel for the City of Pittsfield in January 2016, and has worked in the Personnel Department for the City of Pittsfield since early 2013. Michael graduated from the Massachusetts College of Liberal Arts with a Bachelor's Degree in Psychology and is currently enrolled with Suffolk University to obtain a master's certificate in Local Government Leadership and Management.

Deb Radway, SPHR, has been the Director of Human Resources and Human Rights, Town of Amherst since 2012. Prior experience in state workforce development, municipal management and corporate HR. Devoted to practical, honest and thoughtful delivery of a complete package of human resources, human rights and strategic organization management. Committed to a diverse and inclusive work environment in which the workforce mirrors the community it represents.

Sean Hannan, Director of Information Technology, Town of Amherst since 2015. Prior experience as a Network Administrator for the Town and the Worcester Public Library. Builder of largest public Wi-Fi network in Massachusetts. Amherst's IT goal is to select, implement, maintain, and support all things technology related to meet the individualized needs of all Town departments and the Amherst community. To strive to deliver an elite, yet fiscally sustainable overall technology program.

John Davis is a founding partner in the Boston law firm of Pierce Davis & Perritano LLP. He is a graduate of Tufts University and Boston University School of Law. Mr. Davis concentrates in the areas of municipal and school liability, employment, law enforcement and civil rights actions. He has participated as a speaker at the American Bar Association, the Boston Bar Association, and the Defense Research Institute.

David Macintosh recently retired as a Managing Director from Aon Benfield Reinsurance Intermediaries. Upon retiring, Macintosh founded his own consulting company, DWM Associates LLC. During his 23-years at Aon, he was an executive broker. He was a member of Aon Benfield's Cyber Practice Group where he helped insurance carriers enter the cyber market. Macintosh has BA degree from the University of Arizona and an MBA from the University of Hartford. In addition, he is a Chartered Property and Casualty Underwriter.

Will Brown is the Director of Operations for AllOne Health, New England Region. Will holds Master's degrees in social work and education, is a Licensed Independent Clinical Social Worker, and a Certified Employee Assistance professional. He is the founder of TeamWorks Institute, a consulting resource dedicated to helping organizations resolve workplace conflict through mediation and team-building services.

Steven Bernstein is an Account Manager at AllOne Health EAP. There he provides organizational support to varied client organizations. Steven has been in the mental health and employee assistance fields for over a decade, combining his business and clinical interests. In his work, Steven looks to offer compassionate, effective solutions for various employee assistance challenges. Steven also maintains a small psychotherapy practice.

When The Professional Becomes Too Personal: Boundaries In An Electronic World

MIIA and AllOne Health Present: 2018 Regional MIIA Conference



Tuesday, October 30th 2018 8:30 am – 3:00 pm Berkshire Plaza Hotel

MIIA MASSACHUSETTS
BASED
MEMBER
DRIVEN

ALLONE
HEALTH

Agenda

8:30 am-9:00 am

Registration and Coffee

9:00 am-9:10 am

MIIA Welcome

9:10 am-10:15 am

Keynote Speaker: Peter Prodrromou, Advertising & Public Relations Thought Leader

Drawing from his advertising and public relations expertise, Peter will examine social media in today's day and age, best practices for the workplace and how municipalities can most effectively use social media for promotional and communication purposes.

10:15 am-10:30 am

Break

10:30-11:00 am

MIIA Members On Their Social Media Policies

City of Pittsfield:

Michael Taylor, Director of Personnel

Michael Steben, Chief Information Officer

Town of Amherst :

Deb Radway, Director of Human Resources & Human Rights

Sean Hannon, Director of Information Technology

11:00 am-12:00 pm

Attorney John Davis, Esq.

Pierce Davis & Perritano LLP

Attorney Davis will speak on issues of legal liability, arising from the use of social media by municipalities and public schools. Touching on themes of defamation, harassment, cyber-bullying, invasion of privacy, and the First Amendment, Attorney Davis will suggest ways to avoid and defend against such claims and actions.

12:00 pm-1:00 pm

Lunch

1:05 pm-2:15 pm

Presenter: David Macintosh

Mr. Macintosh will provide a brief overview of the current cyber insurance market. He will discuss coverage for social engineering and other types of losses under a cyber insurance policy with particular attention given to Media Liability coverage. The presentation will also review various claim scenarios.

2:15 pm-3:00 pm

AllOne Health EAP, **“Tweets, Posts & Self-Care”**

Steven Bernstein, LMHC & Will Brown, LICSW

Wrap-up & Evaluations