AGENDA

Wednesday, October 21, 2026

7:30 a.m. – 8:45 a.m.	**Registration & Breakfast**
8:50 a.m. – 9:00 a.m.	**Welcome & Opening Remarks** *Paul Pedersen, Executive Director, Ontario Association of Chiefs of Police*
9:00 a.m. - 10:15 a.m.	**Session 1** **Policing with Empathy: Communication with Compassion, Credibility, and Confidence – The Halifax PS Experience** *Chief Don MacLean, Halifax Regional Police* *Marla MacInnis, Manager, Public Relations and Communications, Halifax Regional Police*
10:15 a.m. – 10:30 a.m.	**Break**
10:30 a.m. – 11:00 a.m.	**Sponsor Spotlight – Niche Technology**
11:00 a.m. – 12:15 p.m.	**Session 2** **Communicating After an On-Duty or Line-of-Duty Death** *Kiri Ipsen, Ontario Provincial Police* *Ashling Murphy, Toronto Police Service*
12:15 p.m. – 1:00 p.m.	**Lunch**
1:00 p.m. – 2:15 p.m.	**Session 3** **Political Acuity vs. Politicization** *Dr. Ken Chan, Optimus SBR*
2:15 p.m. – 2:30 p.m.	**Break**
2:30 p.m. – 3:45 p.m.	**Case Study – Bringing Parker Home** **Strategic Communications & Social Media as Critical Tools for Managing a Crisis** *Jennifer Atkinson, Communications Strategist, Calgary Police* *Lahia Girbik, Social Media Communications Strategist, Calgary Police*
3:45 p.m. – 4:00 p.m.	**Wrap Up - Day 1** *Dr. Jose Luis (Joe) Couto, OACP Director of Strategic Initiatives, Research and Corporate Communications* *Cherri Greeno, Director, Corporate Affairs, Waterloo Regional Police Service*
7:30 p.m. – 10:00 p.m.	**Networking Event - Meet & Greet** **Reserve Lounge** *(Located at the bottom of the mountain in the Village at Grand Central Eatery)*

AGENDA

Thursday, October 22, 2026

7:30 a.m. – 8:30 a.m. — Breakfast

8:30 a.m. – 8:45 a.m. — **Welcome from Emcees**
Dr. Jose Luis (Joe) Couto, OACP Director of Strategic Initiatives, Research and Corporate Communications
Cherri Greeno, Director, Corporate Affairs, Waterloo Regional Police Service

8:45 a.m. - 9:45 a.m. — Session 4
Culture and Communication as Operational Risk
Dr. Janelle Abela, Diversity Solutions

9:45 a.m. - 10:15 a.m. — **Sponsor Spotlight – BlackBerry**

10:15 a.m. – 10:30 a.m. — Break

10:30 a.m. – 11:45 a.m. — Session 5
Mental Health in Police Media Relations and Police Crisis Communications
Dr. Kyle Handley, Senior Director - Wellness, York Regional Police
Chief Mark Crowell, Waterloo Regional Police Service

11:45 a.m. – 12:45 p.m. — Lunch

12:45 p.m. – 1:45 p.m. — Chiefs Panel
What Chiefs Need from Their Communications Team (and vice versa!)
Chief Thai Truong, London Police Service
Chief Sara Cunningham, Greater Sudbury Police Service
Chief Peter Moreira, Durham Regional Police Service

1:45 p.m. – 2:15 p.m. — Break

2:15 p.m. – 3:15 p.m. — **Artificial Intelligence in Police Communications: What the Evidence Supports, and Where Trust Sets the Limit**
John Perenack, StrategyCorp Inc.
Brian Teefy, StrategyCorp Inc.

3:15 p.m. – 3:30 p.m. — Closing Remarks
Dr. Jose Luis (Joe) Couto, OACP Director of Strategic Initiatives, Research and Corporate Communications
Cherri Greeno, Director, Corporate Affairs, Waterloo Regional Police Service

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