



International Association of Directors of Law Enforcement Standards & Training

CALL FOR WEBINAR SPONSORSHIPS

IADLEST WEBINAR SERIES: *Becoming a Creative and Effective Instructional Designer*

The IADLEST webinar series offers several opportunities for SPONSORS to demonstrate their support for developing amazing law enforcement instructors and effective instructional designers. As a law enforcement training leader, you know the positive impact that well developed instructors and training materials can have on officers and recruits, how they learn, how they apply what they learn, and how they engage with the community.

Sponsoring one of the below webinars is an ideal way for you to put your organization in front of a wide audience and to powerfully communicate your company's message before and after the event.

About the Webinar Series

Join IADLEST in supporting and sponsoring this important webinar series in developing creative instructors and effective instructional designers. Webinars will be delivered monthly, in 1-2 hour increments, and will be interactive, promoting enhanced professional development opportunities for established advanced officer training and basic academy instructors. These short instructor development webinars will include topics such as:

- Developing SMART learning objectives
- Designing objective evaluation tools (rubrics)
- Using case studies
- Designing innovative learning activities
- Using empathy in curriculum design
- Designing scenario-based practical exercises
- Conducting simple job task analysis
- Incorporating national standards into curriculum design

Instructors are continually reaching out for new ideas in designing their lesson plans. By hosting these small work group sessions, law enforcement instructors and curriculum designers can benefit from shared ideas while at the same time saving valuable training budgets. Utilizing shorter sessions will keep the attendees engaged and benefit a wider audience.

These webinars are free to IADLEST members and nonmembers who can listen in live or get access to the recorded version after the event.

About the Presenters

Captain Jim Gordon recently retired from the Stanislaus County, CA, Sheriff's Office where he served for several years as the Academy Director. He has extensive expertise in the instructor development arena, having served as a member of California POST Instructor Development Team,

traveling the state teaching hundreds of new academy instructors. He has a graduate degree in adult education, and attended Stanford University's prestigious Design Thinking School, where the world's top innovators learn design thinking and creativity in developing new products and services.

Peggy Schaefer oversees IADLEST's National Certification Program, ensuring that criminal justice training content and delivery methods comply with nationally accepted standards. Peggy developed and launched IADLEST's National Instructor Certification to recognize excellence in instructional design and delivery. Peggy served as the Director of the North Carolina Justice Academy, leading the curriculum development and delivery of training to over 85,000 law enforcement officers, and earlier in her career served as a county deputy sheriff and police officer.

Sponsorship Benefits & Cost

Sponsorship provides your organization the opportunity to market and discuss your products and services to a focused audience, as well as contributing to the important knowledge base of the law enforcement profession. Cost of sponsorship is \$1,000, and includes all of the following benefits:

- Use of company logo, website address/link, and product/service information in the introduction and/or conclusion of the educational session.
- Recognition at the beginning and end of the webinar – This may include a 1-2 minute message from the sponsor, video or presentation.
- Recognition in all marketing material, social media etc.
- Access to the webinar attendee registration list to include contact information.

Responsibilities

IADLEST will provide:

- Promotion of each webinar to its 400+ members via website, two email blasts and social media (Facebook, twitter, LinkedIn).
- Promotion of each webinar through its weekly National Law Enforcement Academy Resource Network (NLEARN) e-newsletter with a distribution to over 3,200 police instructors, academy personnel and patrol officers.
- Promotion of each webinar on IADLEST contact list with distribution to over 4,600 law enforcement personnel.
- Webinar hosting and platform
- Registration link
- On-line registration form
- Registration capabilities and post-event participant reporting
- Registration confirmation and reminder e-mail(s) to registrants
- Post-event promotion

The sponsoring company will provide:

- Promotion of the webinar through its various channels
- Logo and graphic to be used in promotional materials
- Post-event promotion

If you would like to sponsor one of these impactful webinars, and contribute to how we train our law enforcement officers nationwide, please contact Mark Damitio, IADLEST at markdamitio@iadlest.org or call (316) 640-6513.