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Industry Council to Host Forum on Social Media and Emergency Response

Washington, D.C., February 15, 2012 — The Industry Council for Emergency Response Technologies (iCERT) today announced plans to host a national forum on Social Media and Emergency Response.

When: Monday, March 26, 2012
8:30 am – 5:00 pm

Where: Washington Hilton
Jefferson Room
1919 Connecticut Ave., NW
Washington, D.C.

Online tools and mobile applications designed to help individuals and organizations coordinate and connect have changed the way people think and act in times of emergency. Synergies between social media platforms and the needs of emergency service providers and the general population are becoming more and more clear. Public safety agencies need to keep the populace informed, while the people they serve, and save, use social media to stay connected with friends, family and services. This forum will examine how public safety agencies' needs and the public's needs are converging in the world of social media. The forum will address how policymakers, public safety professionals and technology providers can be effective in the present and develop plans to maximize the power of social media in the future.

Details at: www.iCERTsocialmediaforum.org

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Sessions include:

Panel 1: A Culture of Social Media: Expectations for Access to Emergency Response

Panel 2: Policy Development: Crafting Regulatory Tools and Governance Processes

Expo with Solutions Demonstrations & Networking Luncheon

Panel 3: Now & Then: Practical Steps and Meeting Expectations

Confirmed presenters include:

- **Kim Stephens**
Lead Blogger, iDisaster 2.0
- **Clarence Wardell**
Ph.D., Research Analyst, CNA Safety & Security
- **Jeffrey Phillips**
Emergency Management Director, Los Ranchos de Albuquerque, NM
- **Bill Schrier**
CIO, City of Seattle
- **Colin Goddard**
Spokesperson, Brady Center; National Campus Safety Act
- **Crystal McDuffie**
Manager, Comm Center & 9-1-1 Services, APCO

“Social media has changed the landscape of emergency management and response, and the way in which people communicate, interact with and respond to the world. The emergency response community is using social media tools to respond to disasters and save lives at an increasing rate. During the forum, we’ll explore how public safety professionals can meet and manage the public’s expectations of response capabilities,” offered George Rice, the Industry Council’s Executive Director.

The Industry Council is also proud to announce its organizational partners for this event:

- US Dept. of Homeland Security, Office of Emergency Communications
- IJIS Institute
- National Emergency Number Association
- Public Technology Institute

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“There are policies we must consider to provide guidance for agencies and emergency responders who use these technologies. Guidelines and processes need to be crafted regarding use of social media tools within the organization and externally concerning the release and management of information. This Industry Council forum will provide the opportunity for us to address these and other critical matters,” said iCERT Chairman, Kevin Murray, President and CEO of Mission Critical Partners.

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About the Industry Council for Emergency Response Technologies (iCERT)

The Industry Council for Emergency Response Technologies (iCERT) represents the voice of the commercial sector in the emergency communications field. Established by a group of prominent leaders in December 2005 originally as the 9-1-1 Industry Alliance, iCERT - the Industry Council - plays an important role as the voice of companies on public policy issues impacting 9-1-1 and the emergency response system. Industry Council members believe that business leaders' expertise can assist public policymakers and government emergency communications professionals as they address complex choices regarding advanced communications technology alternatives in the years ahead. Through advocacy, research and in coordination with the public sector, the Industry Council plays a vital role in the development and deployment of emergency response technologies.

Find out more at www.theindustrycouncil.org.