



April 18-21, 2022
O'Fallon Police Dept.
O'Fallon, Missouri

4-Day 'Master Police Recruiting Officer' – Certification Course

Progressive Police Recruiter Training • High caliber instruction, cutting-edge technology, exercises, unconventional ideas & more.

- Progressive recruiting on Facebook, Google, Twitter & YouTube
- “Speak to their listening” – Psychology of a great recruiter
- Recruiting in a skeptical world
- Oral boards are killing your mojo!
- Actionable ways to boost minority recruiting
- Reverse engineering your recruiting process
- Guerrilla recruiting & marketing techniques
- Recruiting videos that connect & GO VIRAL
- What is your recruiting website really saying?
- Recruiting unconventional officer candidates
- Bootstrap your recruiting program
- Defining your agency & brand
- What football scouting can teach recruiters
- Career or JOB: What are we selling?
- Getting out of “old days” mentality
- Social Media events for 1-on-1 conversations
- How much should we prep them?
- Uncover secret untapped markets
- Are career/job fairs a waste of time and \$\$?
- Secrets for great media coverage, clicks & shares
- Targeted marketing & messaging campaigns

\$595 per person
ProgressivePoliceRecruiting.com
602-445-6442

