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CCPIO

JULY 30 - AUGUST 2, 2017  
RALEIGH, NC

Visit the CCPIO 2017 Conference Website at [ccpio.org/2017](http://ccpio.org/2017)

## Location

### Marriott City Center, Downtown Raleigh

Raleigh is the capitol of North Carolina and, along with the cities of Durham and Chapel Hill, is an anchor city that forms “The Triangle.” This area is home to the Research Triangle Park (RTP), one of the largest high-tech research and development areas in the world. With more than 200 companies, this area fosters a transformational public-private partnership to bring together



government, business, and academic leaders to create a more competitive economic base. RTP is recognized around the world for its critical mass of pioneering research, university-industry partnerships, multi-national businesses, and a globally-competitive talent.

Some of the top employers in RTP include BASF, Biogen, IBM, Cisco Systems, GlaxoSmithKline, Fidelity Investments, RTI International, Credit Suisse, Lenovo, NetApp, and the National Institute of Environmental Health Sciences. Also located in the Triangle are three major research universities: Duke University, North Carolina State University, the University of North Carolina at Chapel Hill, as well as other well-known schools, including law schools.

According to the *U.S. News & World Report's* “Best Places to Live,” Raleigh is ranked as #7. The area is known for its “research / technology roots and collegiate rivalries.” This region is luring nearly 80 new residents a day with strong job growth and a high quality of life. Come see for yourself!



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## ABOUT

This year's conference theme is "All Access." Educational content is designed to focus on the various stakeholders and audiences of the courts who expect access to courts and information about courts anytime and anywhere. Learn and share information that will relate to your critical job responsibilities in the judicial system, as well as how to modernize systems to meet 21st century expectations. All topics and sessions are being designed to align with [CCPIO's core competencies](#).

## SUNDAY, JULY 30

*All sessions will be held at the Marriott City Center starting in the afternoon.*

**2:30 - 5:00**

**Early Registration at Marriott City Center**

**4:00 - 5:30**

**Welcome and Member Orientation Session**

This 90-minute session is an opportunity to meet, greet, and learn about CCPIO and its value to members. Come check out an engaging overview of the benefits of CCPIO membership, new resources available, and the types of responsibilities and functions that court PIOs carry out on behalf of their organizations. All members are highly encouraged to attend this informative session.

**6:30 - 8:00**

**Reception with Heavy Hors d'oeuvres**

Casual dress will help facilitate this networking and social time with members.



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## MONDAY, JULY 31

*After breakfast at the hotel, substantive and educational sessions will be held at various locations during a walking tour of downtown Raleigh, also known as the City of Oaks. Bring a comfortable pair of shoes!*

*NOTE: Information such as the duration of sessions may change as the agenda undergoes final edits.*

**7:00 – 8:30**      **Late Registration**

**8:00 – 9:00**      **Breakfast at Marriott City Center Hotel**

**9:00 – 9:45**      **Welcome, Opening Remarks, and Icebreaker**

**9:45 – 10:15**      **Quick Break and Walk to N.C. Supreme Court**

**10:15 – 11:00**      **Welcome; The Integral Role of Communications in the Judicial Branch**

The important role of a communications officer and how strategic planning provides critical direction for the work of a PIO to be effective in accomplishing the Judicial Branch's mission and objectives. Learn about the recent conclusion of a 15-month study by an appointed and independent commission to make recommendations for improving the N.C. Judicial Branch and the actions being taken to turn the recommendations into an actionable and strategic plan.

- Group photo
- Tour of history room and law library (concurrent, then switch)

**CORE COMEPTENCIES:** Education, Community Outreach,  
Internal Communications, Legislative/Governmental Relations

**11:00 – 11:15**      **Walk to N.C. Court of Appeals**



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11:15 - 12:15

**Tips for Working with the News Media and Maximizing Opportunities to Increase Public Awareness and Trust (Panel Session)**

Learn what others are doing to promote the critical role and work of the courts. This session will highlight effective community outreach campaigns, programs, and material.

**CORE COMEPTENCIES:** Education, Community Outreach, Generating Publicity, Coordinating Press Events

12:15 - 12:30

**Walk to N.C. State Bar Building**

12:30 - 1:45

**Lunch**

**Working Effectively with the Local Bar**

Learn about the unique structure of North Carolina's unified court system, communications challenges associated with this structure, and tips for working with the local bar to achieve common goals.

**CORE COMPETENCIES:** Education, Combating Negative Press

1:45 - 2:45

**Working with the Media within the Confines of Judicial Standards and Ethics (Panel Session)**

Does the media expect you to provide information or public records that legally cannot be provided? Hear stories and solutions.

**CORE COMPETENCIES:** Combatting Negative Press, Media Relations, Fostering Positive Court/Press Relations, Publications

2:45 - 3:00

**Afternoon Break**

3:00 - 3:15

**Walk to Wake County Justice Center**



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**3:15 - 4:45**

**Improving Access to Justice Via the Electronic Courtroom**

This session will explain court structure, processes, and terminology and how technology facilitates efficiencies and presentations by litigants involved court proceedings. Learn about the benefits of having an electronic courtroom, the return on investment in having such a courtroom, as well as alternative ways to accommodate technology requests without having access to such a courtroom.

**CORE COMPETENCIES:** Community Outreach, Court Spokesperson

**4:45 - 5:00**

**Walk to Marriott City Center Hotel**

**5:00**

**Float Away Ice Cream Soda Break –  
Enjoy North Carolina’s Own Soda Brand, Cheerwine, and a Few Other Great Flavors 😊**

**6:30 - 8:00**

**Reception with Heavy Hors d’oeuvres at the N.C. State Capitol**

Learn historical details about the Constitution and the establishment of the Judicial Branch. Take tours of the Capitol, as well as visit the old Senate Chambers, where the first Supreme Court sessions were held. Visit with colleagues and catch a southern breeze on the piazzas with views of lush lawn, historical artifacts, and oak and magnolia trees. Watch the sun begin to set behind the Supreme Court and the Court of Appeals.

**CORE COMPETENCIES:** Community Outreach, Education



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## TUESDAY, AUGUST 1

*After breakfast, we will take our substantive educational sessions on the road to give attendees a view of the Triangle area. This tour will showcase how technology and collaboration are used to make information available to the many stakeholders of courts.*

**7:00 - 8:00**

**Breakfast at Marriott City Center Hotel**

**8:00 - 9:15**

**Travel to SAS**

**9:15 -10:30**

**Trends in Data and Open Government**

We will convene on the beautiful campus of the World Headquarters of the SAS Institute, a leader in analytics, business intelligence, and data management software and services. Learn how to accommodate a data-hungry public, how to be transparent with your data, what data you should post on your website, and how to use the data you collect.

**CORE COMPETENCIES:** Education, Publications

**10:30 - 10:45**

**Morning Break**

**10:45 - 12:15**

**Using New Technology to Build Apps and Websites (Panel)**

This session is all about new apps, web apps, and court websites. Learn about the process, experiences, best practices, and successes from others currently designing apps and websites. This session includes anything from using application program interfaces (APIs) to integrating social media to using open source platforms.

**CORE COMPETENCIES:** Community Outreach, Education, Fostering Positive Court / Press Relations, Publications



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- 12:15 – 12:30**      **Travel to North Carolina Judicial Center**
- 12:30 – 1:00**      **Lunch**
- 1:00 – 2:30**      **CCPIO Business Meeting**
- 2:30 – 3:15**      **Storytelling is not Just for Campfires: Deliver Your Message through Storytelling**  
Learn how to step outside the business-as-usual approach to communicating news, messages, and information through storytelling. Learn how to emerge from the background, get ahead of the numbers, and harness the power of the personal to see increased community and stakeholder engagement by telling your story.
- CORE COMPETENCIES:** Education, Community Outreach, Publications, Fostering Positive Court/Press Relations, Spokesperson
- 3:15 – 3:45**      **Afternoon Break**  
**N.C. Judicial Branch Communications Office Project and Campaign Display Walkthrough**
- 3:45 – 4:45**      **Tech Solutions, Tips, and Tools**  
We are lining up a number of presenters for brief presentations on court technologies that can put effective and powerful tools at your fingertips and help broaden your outreach potential. See demonstrations of tools, gadgets, and resources such as drones, cameras, apps, mobile devices, and online services. This is an open mic for a mic-drop moment!
- CORE COMPETENCIES:** Education, Internal Communications, Community Outreach
- 4:45 – 5:00**      **Travel to Marriott City Center Hotel**
- 6:30**              **Hors d'oeuvres Provided, or Dine Around on Your Own and Enjoy the Tastes of Raleigh!**



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## WEDNESDAY, AUGUST 2

*All sessions will be held at the Marriott City Center to accommodate various departure times of attendees.*

**8:00 - 9:00**      **Breakfast at the Marriott City Center Hotel**

**9:00 - 10:30**      **Communications Planning (Panel)**

Learn about the various phases of communications plans – from planning to implementation, as well as being effective and lessons learned from those in the trenches.

**CORE COMPETENCIES:** Crisis Communication, Combating Negative Press, Coordinating Press Events

**10:30 - 10:45**      **Morning Break**

**10:45 - 11:15**      **New Website for Managing High Profile Trials**

Learn about the new website is to assist trial judges and court staff in planning for and managing high-profile cases.

**CORE COMPETENCIES:** Coordinating Press Events, Fostering Positive Press / Court Relations, Spokesperson

**11:15 - 12:00**      **Speechwriting 101**

What makes a speech persuasive and memorable – and how do you write one? What is the role of the speech in our country's evolving dialogue? Learn how to write speeches for your judges, justices, and court officials that move and inspire. Learn the difference between writing for listeners and not readers.

**CORE COMPETENCIES:** Coordinating Press Events, Spokesperson, Combating Negative Press, Fostering Positive Press / Court Relations



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12:00 - 1:30

**Lunch**

1:30 - 3:00

**Member Showcase Sharing**

Share your best practices, campaigns, ideas, successes, and failures.  
Don't miss this engaging open discussion!

3:00

**Adjourn**