



## **Police Recruiter BOOT CAMP™**

**April 2-4, 2019  
Virginia Beach Police Dept  
Virginia Beach, Virginia**

### **3-Day 'Master Police Recruiting Officer' – Certification Course**

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

- Progressive recruiting: Facebook, Instagram, YouTube & Twitter
- Recruiting in a skeptical world
- Oral boards are killing your mojo!
- Actionable ways to boost minority recruiting
- "Speak to their listening" – Psychology of a great recruiter
- Reverse engineering your recruiting process
- Guerilla 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
- Targeted marketing & messaging

**\$595 per person**

**PoliceRecruiterBootCamp.com**

**602-445-6442**

