



International Association of Interviewers  
*Focused on the Science of Interviewing*  
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## **The International Association of Interviewers and Calibration Marketing Team Up to Help Interviewers Stay Relevant**

**CHICAGO, Dec. 18, 2013** –The International Association of Interviewers (IAI) and Calibration Marketing, LLC team up to enhance and expand the valuable interview and interrogation content and resources obtained through IAI membership in order to help interviewers stay relevant.

The partnership between IAI and Calibration will result in valuable opportunities for its members to ensure they remain relevant within their organization and overall profession as a whole. Opportunities include access to web content specifically designed for successful interviews and events such as Wicklander-Zulawski & Associates' training seminars and their exclusive Elite Training Day.

IAI is the governing body and member association for the Certified Forensic Interviewer (CFI) designation. Its mission is to provide relevant and valuable education and training to support those practicing the art of interviewing and interrogation. The association's web content contains educational resources including a rationalization matrix, interview mapping, legal updates, podcasts, book reviews, blogs and much more.

"It's difficult to find a resource that is both an expert on content creation and messaging, as well as an understanding and appreciation for the art of interviewing and interrogation," said Wayne Hoover, CFI, Executive Director for IAI. "We found this resource in Calibration. It's a perfect partnership because both organizations are focused on contributing to the industry by helping interviewers truly become the best they can be at their chosen discipline."

"Through membership in IAI, interviewers and interrogators all over the world will continue to improve their skills and master their craft," said Amber Virgillo, founder of Calibration. "It's an exciting time for Calibration, IAI and all those elite interviewers dedicated to sharpening their skills."

### **About the International Association of Interviewers**

The International Association of Interviewers (IAI) is the only association specifically for CFI designees as well as all those dedicated to the art of interviewing and interrogation. The IAI mission is to provide educational, business and networking opportunities to interviewers from all disciplines through valuable resources such as instructive events, useful Web content, exclusive Webinars and much more.

To learn more about IAI membership and existing educational resources visit [www.certifiedinterviewer.com](http://www.certifiedinterviewer.com) or contact Jen Zeigler, Executive Coordinator at (800) 222-7789 ext.106 or via e-mail: [jzeigler@iaofi.org](mailto:jzeigler@iaofi.org).

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