

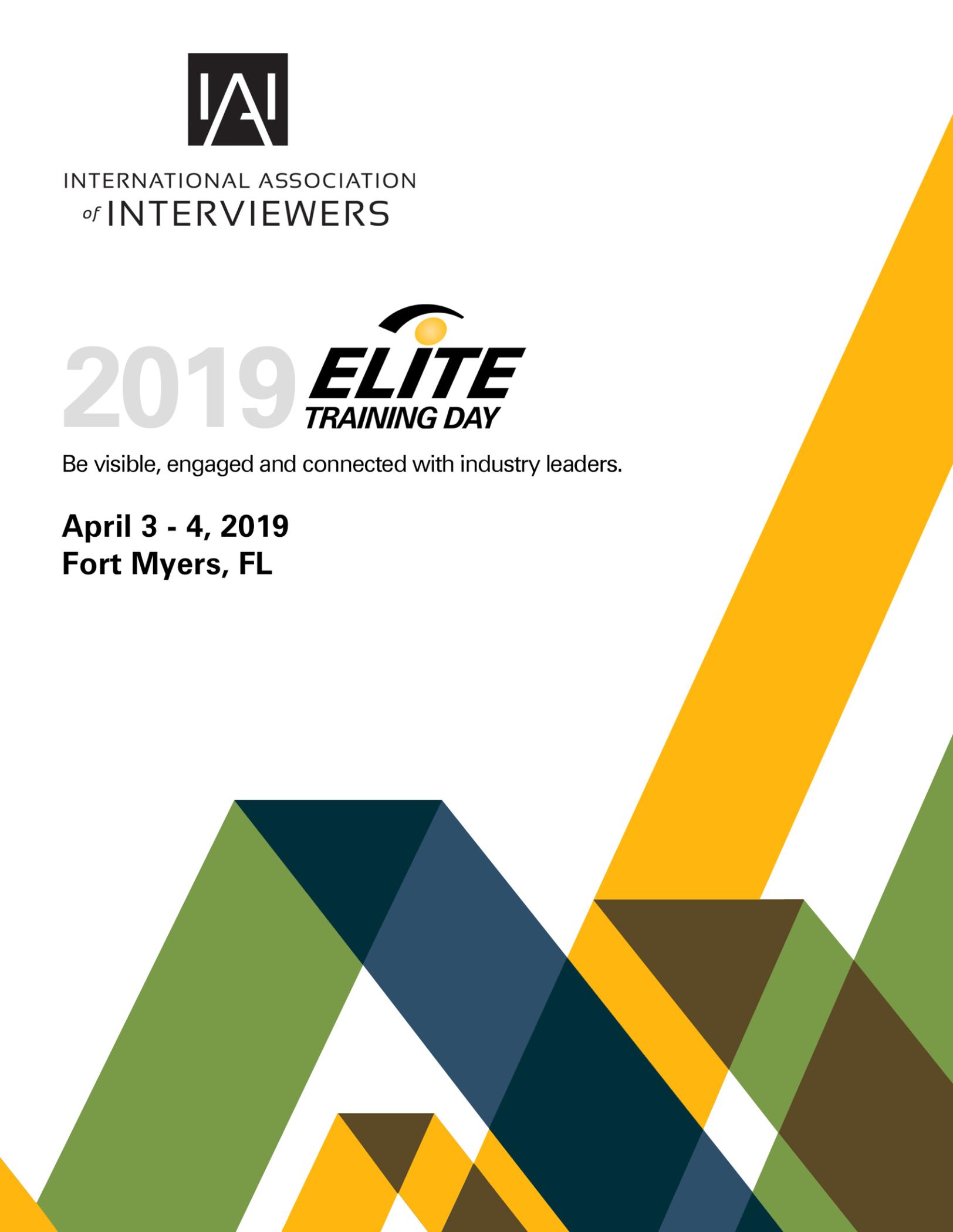


INTERNATIONAL ASSOCIATION  
*of* INTERVIEWERS

2019 **ELITE**  
TRAINING DAY

Be visible, engaged and connected with industry leaders.

**April 3 - 4, 2019**  
**Fort Myers, FL**



# Why attend Elite Training Day?



INTERNATIONAL ASSOCIATION  
of INTERVIEWERS

## ELITE TRAINING DAY

The Elite Training Day Events have key topics presented by industry professionals. Elite Training Day was created by IAI for CFI's to promote their educational growth as elite interviewers. Over 200 professional interviewers attended the past few Elite Training Day Events. Attendees ranged from CEO's, Directors, and Managers to Store Associates and Law Enforcement. CFIs and IAI members receive discounted pricing to attend the Elite Training Day Event.

## WHO ATTENDS ELITE TRAINING DAY?

Anyone interested in becoming an elite interviewer should attend. Elite Training Day is the only event of its kind focused on the craft of interviewing and interrogation.

High-level executives from various disciplines have attended including:

- All levels of Loss Prevention/Asset Protection
- Law Enforcement
- Human Resource Professionals
- Inspector Generals
- Auditors
- Government Officials
- Educators

## PAST ATTENDEE FEEDBACK

*“Good Reasons, but Wrong Decisions”* presented by **Harvin Moore**

Feedback:

“Very powerful presentation. This type of presentation should be at every event. We all face tough situations at times, including pressures from superiors, that may give us that pause...that moment where we might begin to rationalize making a questionable decision. This type of presentation solidifies our philosophy that we need to always be on guard. Thank you!”

*“Suspicion Indicators Recognition & Assessment (SIRA): Proactive Security System”* presented by **Michael Rozin**

Feedback:

“This was very high level and kept my attention. He presented some interesting strategies on threat assessment.”

*“Leadership: The Transition from Being an Expert Tactician to a Strategic Visionary”* presented by **Chris McDonald** and **Gary Moncur, CFI**

Feedback:

“This is the reason you see more and more CFIs move in to leadership roles...”

*“Status of Interviewing and Detection of Deception”* presented by **Ray Bull**

Feedback:

“Professor Bull is THE expert!! Very few people have the discipline to develop research which is of practical use to people outside the university environment... Professor Bull is definitely one of the best!!”

# 2019 Speakers



## JOHN DIEDERICH, M.A., MBA

*Senior Vice President of Operations & Chief Operating Officer, Rush Copley Medical Center.*

As both the watchdog and steward of patient resources at Rush Copley Medical Center, John Diederich has proven his mettle in a tough economic environment. He has honed his expertise over the last two decades and has risen through the ranks to become an accomplished strategic thinker, skilled operations administrator and affable leader. John's presentation at Elite Training Day is titled *"Active Shooter: From Training to Survival (A Hospital COO's Story)."* In this presentation a hospital chief operating officer tells the story of spending nine months enhancing workplace safety at his organization, training 2,500 employees in active shooter response, and then his personal survival story of putting this training to the test at the Route 91 Concert Shooting in Las Vegas on Oct 1, 2017



## CHRISTOPHER P. NORRIS, CFI

*Director, WZ Europe and International Training, Webinar Director, Wicklander Zuluwsky & Associates*

Chris has over 30 years of experience in the loss prevention and investigative fields, including living and working in the UK for nearly two years. He has trained thousands of human resource, audit, loss prevention, security and law enforcement professionals on the art of interview and interrogation and has conducted numerous investigations for both private companies and public agencies. Chris has provided interview training throughout North America and on six total continents internationally, including many seminars simultaneously translated into French, Spanish, German and Polish, Portuguese, Mandarin and Arabic. Chris's presentation at Elite Training Day is "Finding Common Ground in a Cultural Diverse World." In this session Chris will review the lessons he has learned while living abroad and providing training to culturally diverse groups on six different continents. The most effective way to impact your subject, is to know more about them. Attendees will learn effective rapport building strategies for subject's with a different cultural background than their own. They will also gain insight to strategically prepare your interview approach by understanding fears and motives of your subject to create the greatest impact. Lastly, attendees will review best practices of how to adopt an interview style that will encourage honesty from most everyone around the world.



## JOHN FENZEL

*Speaker, Author, Educator, Retired Senior Army Special Forces Officer*

John Fenzel is a retired senior Army Special Forces officer who has served on battlefields throughout world. He has served on the personal staff of the Secretary of Defense, as a Special Assistant to the Vice President, as a strategic planner for the Chief of Staff of the Army, and as a White House Fellow during the Clinton and Bush administrations. John's presentation at Elite Training Day 2019 is "The Green Beret Way: Achieving Objectives Unconventionally, 'By, With and Through.'"

As a retired senior Army Special Forces Officer ("Green Beret") and author of three novels, John will share his experiences from the West Wing of the White House and the E-Ring of the Pentagon, to the many war and crisis zones he has operated in around the world. Through his telling of stories relating actual events, John will present an operational model he employed that allowed him to help mitigate and resolve crises.

In addition, John's presentation will address:

- How to employ a deliberate planning methodology and unconventional techniques to gain access to information.
- Unconventional methods of living in uncertain, unstable and often denied environments.
- Employing perceived impartiality and a non-threatening profile to achieve ground truth.
- The imperative of empowering team members and influencers to gain clarity.
- The value of demanding, realistic training.

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## AGENDA

### APRIL 3, 2019

8:30 am	Registration and Networking
9:00 am	Presentations
12:00 pm	Lunch
1:15 pm	Presentations
5:00 pm	Closing
5:30 pm	Networking Event

### APRIL 4, 2019

8:30 am	Networking
9:00 am	Presentations
1:00 pm	Closing

## 2018 SPONSORS

**GENERAL DYNAMICS**  
Information Technology

**PROTOS**  
s e c u r i t y

**EPIC**<sup>™</sup>  
Integrated Risk Solutions

CONTROLTEK® 



**INSTAKEY**  
Security Systems

**DTT**   
LPI / 360iQ

**S-TRON**  
SECURITY ELECTRONICS  
A Passion for Service Excellence

## HEAR WHAT YOUR PEERS ARE SAYING ABOUT ELITE TRAINING DAY!

- “The value and presentations presented are always top-notch!”
- “Elite Training has never failed to deliver great content, A-List speakers and unique networking opportunities.”
- “It’s very difficult to top what is already the best training of the year!”
- “Of every event I attend all year, Elite Training Day is the best value from a content and learning perspective!”
- “No matter if you are in LP, HR or Law Enforcement, the content is exceptionally relevant!”
- “Excellent refresher on the basics but always learning something new for my interviewing arsenal!”

## PAST TOPICS

- *Good Reasons, but Wrong Decisions* by Harvin Moore
- *Suspicion Indicators Recognition & Assessment (SIRA): Proactive Security System* by Michael Rozin
- *Leadership; The Transition from Being an Expert Tactician TO a Strategic Visionary* by Chris McDonald and Gary Moncur, CFI
- *Status of Interviewing and Detection of Deception* by Ray Bull
- *Top 10 Things You Need to Know When Investigating High Level Executives* by Allison West, Esq., SPHR
- *The Exception You’re Missing: Investigating Disbursement Fraud. How to Monitor Risk and Best Practices* by John Brocar, CFE, CFI
- *The Real Facts about Fact Finding Interviews* by Dave Zulawski, CFI, CFE
- *Statement Analysis® Interviewing Techniques: Learn to Analyze a Verbal and Written Statement to Detect Deception* by Mark McClish
- *The Biggest Secrets for being Completely Prepared for Court* by Miranda Rapport
- *Gang Interviewing & Investigations* by John Guzman, CFI
- *Communication Theory, Applying Academic Research to our Field* by Michael Reddington, CFI
- *False Confessions* by Dr. Richard Ofshe
- *Linguistics as a Tool for Interviewing and Investigation* by Dr. Carole Chaski
- *Facial Expression Recognition, Smile Tests, and MicroExpressions* by Dr. David Matsumoto
- *How Interviews have helped the FBI in a Famous International Kidnapping Case* by Richard Manning, CFI
- *Expanding on the Use of the Participatory Approach* by David Zulawski, CFI
- *The Reid Technique, The Risk of False Confessions, and Some Suggested Remedies* by Steve Kaplan
- *Behavioral-based Interviewing Techniques: Taking Criminal Personalities Into Account* by Special Agent Mike Yoder
- *Dassey Interrogations Practical Review* by Dave Thompson, CFI
- *The PEACE Model of Interviewing Explained and Hallmarks of a Good Investigation* by Dr. Andy Griffiths
- *The Interviewer’s Behavior* by Lisa Mitchell
- *Catch a Liar* by Dr. Jack Schafer
- *Informing Your Prosecutor* by David Williams
- *Dark Web Investigations* by Angelo Floiran

## 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. IAI’s 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).



Founded by the leaders in Interview and Interrogation Training Wicklander-Zulawski & Associates

## WE ARE THE INTERNATIONAL ASSOCIATION OF INTERVIEWERS

**2,500+ IAI MEMBERS      1,800+ NUMBER OF CFIs**

Committed ◦ Professional ◦ Dedicated ◦ Certified ◦ Elite

*In the past few years...*

**100+ Promotions of CFIs to Director and Vice Presidents**

**250+ Executive level CFIs promoted**