

**In Your Face - On Your Space:**  
**The World of Mass Media, Social Media and Cyber Fraud.**  
**How to Safely and Effectively Deliver**  
**Your Message in a New Age of Communication.**

Jeff Lanza spent a career as an FBI Agent catching cyber crooks and fraudsters while dealing with the media as a spokesman. You may wonder if it was more difficult for him to keep criminals or the media from running amok. In this keynote presentation like no other, he answers this question by presenting on the topic of his newly published book, “Pistols to Press: Lessons on Communication from an FBI Agent and Spokesman”. It is two presentations in one as the audience will learn to deliver a message effectively in a traditional media sense and how to protect themselves and their organizations from fraud in the social media world.

**Learning Objectives:**

Following the presentation, audience members will be able to:

1. Identify specific ways criminals obtain personal information from individuals on social networking sites.
2. Identify practices to prevent personal information from being compromised.
3. To effectively communicate in times of crisis through the development of key themes and messages.

**Key Points Covered in Presentation:**

- Facebook frauds and scams
- How to prevent hijacking of your social networking accounts
- How to prevent your contact list from getting exploited
- Message development and delivery
- Seven steps for a successful media interview
- Avoiding media traps and pitfalls