



INTERNATIONAL ASSOCIATION  
of INTERVIEWERS

**APRIL 1-2, 2020**  
**Music City Center**  
**NASHVILLE, TENNESSEE**

BE VISIBLE, ENGAGED AND CONNECTED WITH INDUSTRY LEADERS

  
**ELITE**  
**TRAINING DAYS**

2020

## WHY ATTEND ELITE TRAINING DAYS?

The Elite Training Days event has key topics presented by industry professionals. Elite Training Days was created by IAI for CFIs to promote their education growth as elite interviewers. Over 200 professional interviewers attend the past few Elite Training Days 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 Days event.

### WHO ATTENDS ELITE TRAINING DAYS?

Anyone interested in becoming an elite interviewer should attend. Elite Training Days 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

- "No brainer – can't miss the educational and networking opportunities. I like the intimacy of meeting the vendor partners."
- "Elite Training Days gives me the tools and resources to become a better interviewer."
- "One of the best conferences I attend!"
- "Best event I attend yearly."
- "I always find the information and perspective alone to be worth the conference. The networking is icing on the cake. I really enjoy the networking list and the scheduled event."
- "I enjoyed the variety of presentations. They show that IAI wants to help us improve as a whole person not just as interviewers."
- "I felt the content was great!"
- "Dollar for dollar, Elite Training Events are second to none. Already have next year on my calendar."

# 2020 SPEAKERS



**Dr. Brian Cutler**  
**President**  
**Coral Coast Group**

In 1989, Dr. Cutler began serving as a consultant and expert witness in cases involving risk factors for mistaken eyewitness identifications and mistaken eyewitness memories and has to date consulted in more than 200 cases. In 2013, Dr. Cutler began serving as a consultant and expert witness in cases involving the risk factors for false accusations and false confessions, and to date has consulted in more than 40 cases. Dr. Cutler has consulted and testified in criminal (juvenile and adult) and civil cases (human rights and accident cases), depositions, hearings regarding admissibility of expert testimony, motions to suppress eyewitness identifications and confessions, ineffectiveness of counsel hearings, post-conviction appeals, bench trials, and jury trials.



2020



**Brett L. Ward, CFI**  
**Divisional Vice President of Client Relations and**  
**Business Development**  
**Wicklander Zulauski and Associates**

Mr. Ward has led over 900 seminars on Interview & Interrogation Techniques for private, law enforcement and government entities. Mr. Ward, also a consultant for WZ has conducted hundreds of investigations throughout his career with WZ for both the public and private sectors. A frequently requested speaker, Brett has presented at over 80 conferences in his 2+ decade career at WZ, including Eye for Retail – Europe, SHRM, NRF, RILA, FMI, ASIS, ACFE, RCC, HR Star and dozens of state

level HR associations. He currently runs the Private Division for WZ, a responsibility including 240+ clients and 150+ contractual and open registration programs annually. Mr. Ward has extensive training in the government sector including such clients as the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF), Federal Bureau of Investigations (FBI), U.S. Bureau of Citizenship and Immigration Service (USCIS), and the Naval Criminal Investigative Service (NCIS) where courses were taught at the Federal Law Enforcement Training Center (FLETC) in Glynco, Georgia.

# 2020 SPEAKERS



## **Julie Kratz** **Speaker / Trainer / Author**

Julie Kratz is a highly-acclaimed leadership trainer who led teams and produced results in corporate America. After experiencing her own career “pivot point,” she developed a process for women leaders build winning plans. Promoting gender equality in the workplace, Julie is a frequent keynote speaker and executive coach. She holds an MBA from the Kelley School of Business at Indiana University, is a Certified Master Coach, and is a certified unconscious bias trainer. Her books include *Pivot Point: How to Build a Winning Career Game Plan* and *ONE: How Male Allies Support Women for Gender Equality*. Meet Julie at [NextPivotPoint.com](http://NextPivotPoint.com) and watch her speaker reel at here.

  
**ELITE**  
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## **Bryan Barlow, CFI** **Training Coordinator & Instructor, Bureau of** **Detectives, Chicago Police Department**

Bryan Barlow, CFI, joined the Chicago Police Department in 2002 and was promoted to Detective in 2008, where he conducted a wide variety of investigations around the city. Currently, Barlow serves as a training coordinator and instructor for the CPD’s Bureau of Detectives, where he has researched, written curriculum and delivered training to new officers, newly promoted detectives and in-service department members on investigatory topics such as

Interviewing Victims and Witnesses, Interrogation of Suspects and Trauma-Informed Interviewing, with a focus on interviewing sexual assault victims. Barlow holds a B.A. degree from the University of Oklahoma and an M.B.A. from Loyola University Chicago, and is a veteran of the U.S. Army.

He will be presenting “When ‘Just the Facts’ Doesn’t Work – Trauma-Informed Interviewing” at Elite Training Days 2020. Trying to gather information from traumatized individuals can be difficult. Interviewing victims of street crime, workplace violence, someone who has been involved in a major accident or suffered a severe personal loss can often be frustrating, especially when the regular information-gathering: asking the who, what, when, where and why, doesn’t allow us to put together a complete picture. This difficulty stems from the effect traumas have on the brain of a trauma survivor. This segment will discuss how trauma affects the brain of an individual, and will discuss effective strategies to interview trauma survivors in a victim-centered, trauma-informed manner in order to obtain the best information available to aid in the conduct of investigations.



# ELITE TRAINING DAYS 2020

## AGENDA

### April 1, 2020

8:00 AM	Registration and Networking
9:00 AM	Welcome
9:15 AM	Presentations Begin
12:00 PM	Lunch
1:30 PM	Presentations
5:00 PM	Closing
5:30 PM	Networking Event

### April 2, 2020

8:30 AM	Networking
9:00 AM	Presentations
1:00 PM	Closing

## 2019 ELITE TRAINING DAYS SPONSORS



## 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**

**6,500+ IAI MEMBERS 2,000+ NUMBER OF CFIs**

**Committed Professional Dedicated Certified Elite**

*In the past few years...*

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

**400+ Executive level CFIs promoted**

Questions? Need more information? Contact Emily Kuhn at 630-324-4310.