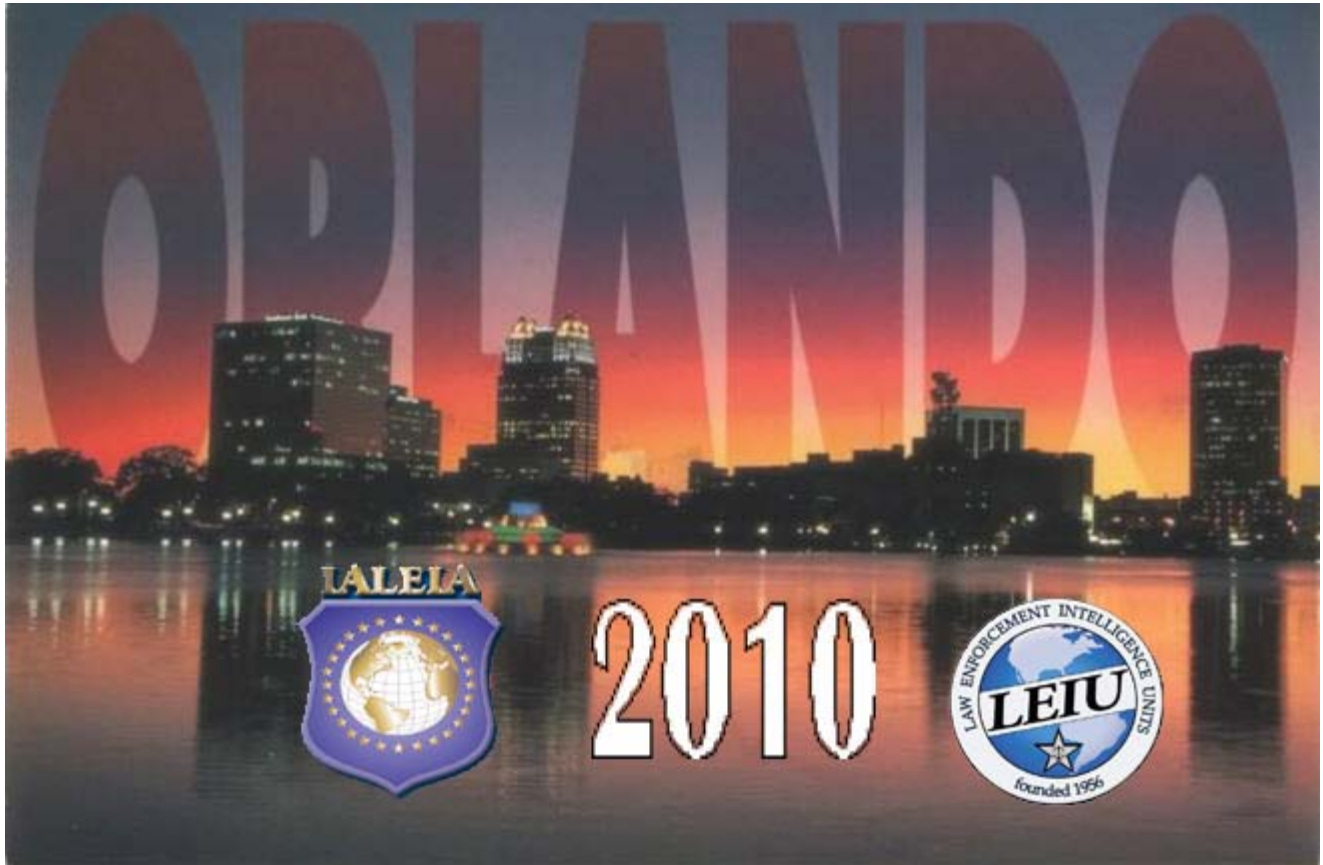


**Association of Law Enforcement Intelligence Units (LEIU) and
International Association of Law Enforcement Intelligence Analysts
(IALEIA)**



**Annual Training Conference
Course & Instructor Evaluation Report**

Orlando, Florida – May 3 – 7, 2010

Executive Summary

The Association of Law Enforcement Intelligence Units (LEIU) and the International Association of Law Enforcement Intelligence Analysts (IALEIA) Annual Training Conference was held at the Hilton Hotel, Orlando, Florida, on May 3 - 7, 2010. LEIU was celebrating its 55th annual conference and IALEIA was celebrating its 30th annual conference.

The conference was designed to provide LEIU and IALEIA members with practical information on organized crime, gangs and criminal extremist groups as well as training in effective and legitimate applications of the criminal intelligence process. The conference also supported and fostered critical networking between local, state, federal, and international members.

Conference and Workshop Attendance: The conference was well received this year as it continues to be considered one of the best training conferences of its kind where many beneficial member contacts are established. Of course, the level of training and variety of training opportunities the conference provides is well-respected among its members and associates. There continues to be significant support to have both organizations combine their annual training conferences. Additionally, for the first time, we added an additional certificated track entitled “Advanced Analytical Skills Training”. This track was well received. However, one of the three required workshops received low evaluation marks and we must consider replacing this workshop.

This year there were a total of 549 attendees: LEIU Members = 149; IALEIA Members = 161; Non-members = 70; Sponsors/Exhibitors = 95; Instructors = 29; Staff = 30; and Spouses = 15. Additionally, there were 43 law enforcement representatives in attendance for the Air Working Group meeting who did not attend the conference. Although many agencies were affected by budget issues, many agencies still attended because of the good reputation, quality, and timely workshop topics, dynamic speakers, and overall organization of the conference.

Bank Cards Accepted: We continue to accept bank cards for registration fees. We purchased an online bank card processing service which has reduced our bank fees somewhat. However, we continue to have to pay approximately 3% of all transactions for bank fees. This is necessary since many organizations will now only allow these transactions via credit cards.

Future Conferences: We need to continue to pre-plan the budget for future conferences. The budget environment, with so much still remaining unknown, is our biggest issue. We have now booked the 2011 conference at the Gaylord Opryland in Nashville, TN, and the 2012 conference at the Loews Hotel on Coronado Island (San Diego), CA. Both conferences have generated local support through LEIU member agencies and IALEIA Chapters/members.

We continue to utilize an on-line registration process through a secure internet site. We have made changes to this process to make it more seamless. We also have instructors submit their workshop descriptions, instructor biographies, and registrations through this site. This has streamlined the processing of registrants considerably and assists us in receiving completed registrations in a timely manner. The site now also generates a confirmation letter negating the requirement to print and mail over 600 letters.

We also need to identify a third workshop in the “Advanced Analytical Skills Training” certificated track so we may continue to offer this incentive. The conference coordinators will be discussing this in the near future.

Comments or Suggestions about the Conference: We received numerous comments and suggestions about the conference. Those comments/suggestions are contained in the following detailed sections.

Evaluation Report Introduction

This is a course and instructor evaluation report for the LEIU/IALEIA Annual Training Conference held in Orlando, Florida, May 3 - 7, 2010. Attendees of the course were provided with a secure web location utilizing software from *Survey Monkey*. The first portion of the evaluation dealt with the overall conference (registration process, conference staff, hotel, geographic location, registration cost, Awards Banquet, suggestions for future conferences, etc). The second portion evaluated each presentation and instructor. The form primarily requested multiple choice responses to specific questions and allowed for written comments. The allowable responses in the overall conference section were (generally): Poor, Fair, Neutral, Good, Excellent, Not Applicable. The allowable responses in the presentation/instructor sessions were: Excellent, Good, Fair, Poor, Very Poor, Not Applicable. There were 180 respondents who started the survey and 169 completed their responses.

Evaluation Report Summary

Generally, the attendees were very complementary about the conference, the staff, the program content, and the location (Orlando). Most attendees (who stayed at the Hilton) were very critical of the cost of the hotel as it was above the regular rate for government employees. The overall conference evaluation received an average of 4.4 out of a possible 5.0. There were some comments that will help us in the future...

The top six (three tied for 2nd and two tied for 3rd) rated workshops (numerical rating - see pages 9-14) were:

1. Susan Constantine: *Deception Detection & Body Language Analysis* (4.7 out of 5.0)
2. Tied for second: Jerry Ratcliffe: *Strategic Analysis* (4.6 out of 5.0), Michael Franzese: *Traditional Organized Crime* (4.6 out of 5.0) & Tom Oberweiser: *Organized Sports Bookmaking* (4.6 out of 5.0)
3. Tied for third: Thomas Manson: *PowerPoint for Law Enforcement* (4.5 out of 5.0) & Greg Rodriguez: *Prison Radicalization & Source Development* (4.5 out of 5.0)

This is very close to the verbal responses to the question: "Which Presentation/Workshop did you enjoy the most?" (see page 8). However, this section provides a breakdown of the top five courses based on average scores received. The only additional workshop mentioned in that section was Greg Rodriguez's workshop, *Prison Radicalization & Source Development*, which recorded an equal score in terms of average with Thomas Manson's workshop, *PowerPoint for Law Enforcement*.

Summary of Responses

Overall Conference Section

Evaluation Methods: Where appropriate, attendees were instructed to complete the online survey instrument rating each listed component in the overall conference using a scale of: Excellent (5 points); Good (4 points); Neutral (3 points); Fair (2 points); and Poor (1 point). In order to determine an average for each component all points were added together and divided by the number of responses provided—giving an average rating. In some cases-where there are only yes or no answers or the response only required comments-there are no average ratings. Additionally, as another perspective, the evaluator provided the percentage of responses that were in the “excellent to good” categories.

1. **Rate the Online Conference Registration and Confirmation**

Average Rating = 4.5

Excellent/Good = 90%

Representative Comments: *This is the third conference I have attended and it's the best. Very easy to follow the instructions. *Pay Pal wasn't as smooth as I would have liked and couldn't actually use it when I wanted to. *Would have been easier if we'd been able to pay online, and therefore receive our payment receipt immediately and confirmation that our registration has been received. *The link to the hotel registration was good. Would have been even better if you could pay with a credit card online. *A little more clarification before hand on member registration, non-member registration, and spouse or guest registration (and what is included in the spouse registration – i.e. banquet, outings, etc). *An electronic version of the registration form needed to be on the IALEIA website that could be submitted electronically. Only the LEIU site provided that. *I received way too many e-mails about the conference after I registered. I already know what's going to be at the conference and don't need 4-5 reminder almost every day about that.

2. **Rate the Helpfulness of the Conference Staff**

Average Rating = 4.7

Excellent/Good = 96%

Representative Comments: *No problems seen, and all my questions answered. *Professional, organized, friendly, responsive to questions. *Staff was terrific - local and the transplants. They deserve high praise for keeping calm and orderly in the heat!! *Everyone was very helpful and responsive to my questions and needs. Great job! *Missed the announcements about the next year conference. One-on-one helpfulness was great.

3. **Rate the Hotel**

Average Rating = 4.4

Excellent/Good = 83%

Representative Comments: *It was too expensive. It cost me almost US \$1000.00. *I travel often, and that was one of the worst Hilton hotels I have ever stayed in. There was mold coming through the paint in my bathroom, the room never really cooled off, and the rooms themselves were not that nice. The food was just average. The concierge wouldn't even do check-ins for the airlines. The hotel was also well above the government per

diem, and was not worth the cost. *A hotel that offers the government rate from the start would encourage higher attendance. *Free internet access for attendees would have been a big plus. *The hotel was really nice & clean. It was a big improvement from the Flamingo in Las Vegas. *Great accommodations and location. *1st room the bed was broken and a/c didn't work, they quickly moved us, new room was better. Did not like that they wanted to charge for internet access. Pools were nice. *The staff, location, accommodations were great, would definitely stay there again!!! *Not having free WiFi was a pain! Apparently, there was an internet cafe set up but that was not widely known. (I personally did not find out until the last day of the conference). *The hotel has a definite moisture problems, this caused many people asthma issue. Too damp. *Hotel had a moisture problem. Rooms were very damp and bothered my allergies. Conference rooms were good though. The hotel was in a great location though!

4. **Rate the Conference Facilities**

Average Rating = 4.5

Excellent/Good = 92%

Representative Comments: *Very nice. *Perhaps it is unfair to compare to last year's venue but I felt the food (breakfast, lunches and snacks) were lacking. *Excellent, aside from being very cold everything was great. *All conference rooms within easy walking distance. *Discussion room way too dark. *Conference rooms were a bit too cold.

5. **Did you stay at the hotel?**

Yes = 89%

No = 11%

Representative Comments: *Good staff. *Hotel staff was nice. Mears employee with Elvis haircut was worthless and should be fired. *Will not stay there again. *Best location that could have been chosen. *The original rate was over the government per diem and I was not authorized to stay at the hotel. *Probably won't (stay) again due to moisture issue. *Nothing spectacular.

6. **Rate the location (Orlando)**

Average Rating = 4.4

Excellent/Good = 88%

Representative Comments: *I believe that having it someplace less of a resort area in a nicer hotel would have been better. *Family friendly is a plus. *Very hot for a few days. *No public transportation in Orlando made getting to and from the hotel costly and prohibitive to leave the hotel area for meals. *A bit of a challenge for the evening meal unless you had transportation. *Great location but very expensive. *The location was perfect. My wife was able to entertain herself while I was attending the conference. *The location encouraged people to bring their spouses/family to the conference events, because of the attractions in Orlando. *Being at a resort limited the amount of Federal attendees. We had 6 slots but the Director cut 4 due to the venue.

7. **Rate the overall quality of the conference**

Average Rating = 4.4

Excellent/Good = 93%

Representative Comments: *The professionalism shown; the quality of the presentations overall spoke volume for the Host Organizations. *The quality, depth and variety of training was much less than the conference in Las Vegas, and that was

somewhat disappointing. *Some of the speakers were not that good and the training at times seemed lower than the collective skill level called for. I think the idea of an "advanced certificate" was fantastic but what was taught for that certificate was anything but "advanced." *Speakers and presenters were top notch. *Far exceeded my expectations. *I really enjoyed how relative and current the information was. It was very intriguing to hear from instructors/speakers who have such vast experience and knowledge in their field. *This was my first year attending this Conference but in comparison to other professional conferences I have attended the overall quality was excellent. *I attended for the first time in Las Vegas in 2009. I thought that was a much better conference - better caliber speakers and content. I felt there was a lot of repeat info from 2009 as well. *I wasn't impressed by the advanced 2 hr course presented by the three women from Canada. It was not helpful in any way to my job as an analyst. *Having attended several conferences, the organization and helpfulness of the staff was exemplary. Most of the training was timely and pertinent to my job duties. *Everything was good except for the rooms/moisture issue. Some of the speakers were fantastic! Good info!

8. **The conference registration cost was appropriate**

Strongly agree/somewhat agree = 13%

Neither agree nor disagree = 29%

Disagree somewhat/strongly disagree = 58%

Representative Comments: *Very pricey and harder for agencies to justify...especially when adding travel costs. *The quality and professional way it was executed made me feel proud to be a member. *Too high in these rough economic times.

9. **Did You Like the Inclusion of the Sponsor Training on Monday?**

Yes = 85%

No = 15%

Representative Comments: *Some were very geared towards display of product capabilities while some had a good mix of information + product capabilities' demo. Might not appeal to participants who may not be using a particular product in their unit/department. * I cannot comment as I chose to arrive on Monday rather than on Sunday. I was not interested in the sponsor training. *I would rather have had actual training sessions similar to the third and fourth day of the conference. Those 2 days were of the most value to me. *I felt some presentations were better than others. Some of them feel too much like they are pushing a product on us, which I know is the point of it. Also, after 2 or 3 in a row, it all starts to seem the same since many of the products are similar. *I would prefer then to tailor their presentations to actual events or how they engage in countering emerging threats. This way their presentations also impact the analytical side. The Cyber threats lecture was fantastic. *A day spent hearing sales pitches.

10. **Did you attend the Thursday evening Awards Banquet?**

Yes = 63%

No = 37%

Representative Comments: *In the past conference I attended, the banquet had the parade of flags, which I thought was appropriate. This year's parade of flags at the general session on Tuesday was fine, but in both conferences the parade of flags could be much better, simply by having the MC announce what countries are represented as the flag of that country is presented &/or the agencies attending from that country - or play the national anthem for it - without some comment, the parade was too stark & cold.

*Last year it was a full banquet. I thought the buffet-style was a bit under class (especially for how much each dinner ticket cost). *I would like too, but my wife was with me and I thought the price for her to attend the dinner/banquet was too expensive.

11. **Please rate the Awards Ceremony**

Average Rating = 4.1

Excellent/Good = 54%

N/A = 37%

Representative Comments: *Some of the entertainment was less than suitable for families. There were children at the banquet that were exposed to explicit sexual material by the comedians. *I only attended for the meal and awards. It was very well organized and presented. I did not stay for the entertainment. *Could not hear and descriptions of who received what would be excellent if included in program. *It was the perfect length – not too long. Still provided time for attendees to do night sight-seeing.

12. **Please rate the Awards Banquet (Food & Entertainment)**

Average Rating = 3.9

Excellent/Good = 46%

N/A = 35%

Representative Comments: *Scrap the comedian big time!! *Food was good. Entertainment was mediocre at best. *\$70 for a buffet is ridiculous and it wasn't that great of food. The entertainment was just ok but that is unpredictable. *I did not enjoy the banquet style dinner or entertainment. *I noticed some attendees (most likely spouses) were offended by the comedians, the key here is "they're comedians" get over it!!! I thought they were for the most part very entertaining. Comics are really the best form of entertainment for these banquets. *The food was just average and a buffet was not ideal. *Tired of comedians. *ACISS was a phenomenal host and I am grateful for the excellent food and for their hospitality night. The comedians were deplorable. I love comedy and like the idea of having comedic entertainment. However, their jokes were not appropriate because of the few children that were present. Dr. Ratcliffe would have been more entertaining and even with his swear words more appropriate.

13. **How did you hear about the conference?**

IALEIA Website/Mailing = 58%

LEIU Website/Mailing = 27%

Conference Flyer = 13%

14. **What did you most like about the overall conference?**

Representative Comments: *The hotel and location (Orlando) was decent and plenty to do in the surrounding area. *Good sessions, very informative. Liked the certification process. *Development of contacts. *I liked the variety of presentations offered. *The variety of topics covered and the different tracts and the opportunity to receive the certificates for attending certain presentations. *Certification training sessions – informative and beneficial, not just for a resume, but for the professional development of tools that can be used in a daily analytical capacity. *The facility was easy to navigate

with everything centrally locations, MUCH better than Las Vegas. *Organization of the classes, and of course the hospitality. *The lectures and presentations were incredible. *The analytical skills and training that was offered. *The setup of the classes and vendor room.

15. **What did you like least about the overall conference?**

Representative Comments: *Did not receive a timely receipt (for attendance) and still have yet to receive any certificates for "certifications" as a result of attending certain workshops. *That the keynote (which is the main reason I came) did not show. *The number of keynote speakers on Tuesday. I would have preferred to have had more regular sessions to choose from so that I could have attended the sessions that would be most beneficial to me. *The "advanced" speakers weren't advanced and it is the same line up every year. *Certain presenters were inexperienced and did not relate to the audience's needs. *Costly – difficult to justify expenses. *Quite packed, those who wish to get the certificates may not be able to attend the other presentations due to the limited scheduling. (*Evaluator Comment -- The high costs of attendance and scheduling conflicts were the biggest complaints by attendees.*)

16. **Which Presentation/Workshop did you enjoy the most?**

The presentations/workshops mentioned most (top 5 in order of numbers of times cited) were:

1. **Strategic Analysis**
2. **Traditional Organized Crime**
3. **PowerPoint for Law Enforcement**
4. **Analytical Thinking and Presentation**
5. **Tied for fifth: Layers of Analysis & Legal Issues and Privacy in Criminal Intelligence**

Evaluator Comment -- It should be noted that the number 6 most cited response was "All of them". This question reflects a tally of the most number of courses cited, not a quantitative breakdown of courses based on average scores received.

17. **What suggestions do you have for future conferences?**

Representative Comments: *More international content and speakers, UN reps for example. *Have the training sessions (required for certificates) all in the morning or afternoon in order for attendees to be able to attend the great sessions. I missed some sessions because I wanted to take the required training. *Keep classes at a maximum 1 to 1.5 hours long. *Move the awards ceremony to Wednesday and drop Friday off of the conference agenda altogether. A closing ceremony can be done Thursday afternoon. *On Monday along with sponsor presentations, why not a series of "in-class training" on select topics such as open-source research, analyst notebook, ACH, PPT in LE, etc. *Don't allow non law enforcement to attend. I strongly disagree with the Civil Rights attorney attending the conference! *Larger variety of courses. Less duplication of courses offered. More "hands-on" approach. *Consider including presentations from the Military Criminal Investigation Organizations (MCIOs). Namely, the Air Force Office of Special Investigation (AFOSI), the US Army Criminal Investigation Command (USACIDC), the Naval Criminal Investigative Service (NCIS), and the Defense Criminal Investigative Service (DCIS). *Raise the bar on the workshops. They need to be presented at a higher level. *Consider changing how Friday is set up. Everyone leaves and it looks bad for the

speaker. *During the opening ceremonies, I would have like to know what countries where presenting their flags for posting. An announcement of the country as they were coming up to the stage would have been great. I could guess on some but others I could not.*

Evaluator Comment -- The majority of attendees liked the current format and suggested there be no change. Most suggestions were to decrease scheduling conflicts while increasing the opportunity to attend the most number of classes. Also, less repetition of courses from previous years is desired.

18. **What topics/speakers would you like to see at future conferences?**

Representative Comments: * I'd still like to see Jay Dobyms. *Steve Strang from RCMP *Russian Organized Crime/Armenian Organized Crime; Try and book Abe Ashabi from Long Beach PD. *UN reps and other European speakers WCO/RILO network speakers. *I would like to see more financial investigative/analytical training (follow the money). *Investigative Tools used for various purposes: cell phone analysis, link analysis, financial, etc. *Dr. Jerry Ratcliffe is always great. Maybe he could add another session to Strategic Analysis that he always teaches. *Jerry Ratcliffe and John Gordnier. These two are very knowledgeable and great speakers! Please invite them back EVERY year! *Presentations on SW Border/Mexico. *It would be nice if you could get Jay Dobyms - a lot of delegates were looking forward to that presentation.