



INTERNATIONAL ASSOCIATION  
*of* INTERVIEWERS



## IAI Sponsorship Opportunities

Loss Prevention Specialists  
Law Enforcement  
Human Resource Professionals  
Inspector Generals  
Auditors  
Government Officials  
Educators  
Students



Founded by the leaders in Interview and Interrogation  
Wicklander-Zulawski & Associates, Inc.

# WELCOME!

## CONNECTING YOUR BUSINESS TO THE LEADING INTERVIEWERS AND INTERROGATORS



The International Association of Interviewers (IAI) is the only association in the world representing the profession of forensic interviewing. IAI fills a niche for the investigative community as the largest association serving the interviewing community.

IAI's focus is to provide education and certification to ensure the standards of interviewing are consistent which helps elevate the profession. IAI provides networking opportunities to professionals from all disciplines through valuable resources such as instructive events, exclusive webinars, useful web content and much more.

I would like to personally invite you to take advantage of a unique opportunity to sponsor the International Association of Interviewers which brings together leaders in the investigative profession and the decision-makers from across the industry. Directors and vice presidents who are key buying decision makers within their organizations make up 20 percent of IAI members.

Continuing on the success of last year we will be offering a full day and a half of networking and educational sessions. This year's event has even more to offer as we bring in other experts across multiple verticals to add breadth and depth to the sessions.

Highlights include:

- Intimate networking opportunities at Elite Training Days
- Featured in our monthly IAI Advisor
- Educational sessions via webinars
- Access to industry leaders
- Solution Providers can showcase new, innovative and relevant products and services

We're excited to extend the offer of an outstanding sponsorship opportunity. We can work out a tailored sponsorship program for your organization.

Please contact Emily Kuhn, Association Manager at 630.515.3579 with any questions and/ or to pursue one of our sponsorship opportunities.

On behalf of IAI we look forward to working with you and creating a partnership.

Sincerely,

A handwritten signature in black ink that reads "L. Wayne Hoover". The signature is fluid and cursive, with the first name "L." and last name "Hoover" clearly legible.

L. Wayne Hoover, CFI  
Executive Director



INTERNATIONAL ASSOCIATION  
of INTERVIEWERS

## Partner With IAI

**Q:** Is your organization looking for ways to grow your business and increase your visibility to Retail Loss Prevention, Human Resources, Law Enforcement, the Government and Military?

**A:** International Association of Interviewers (IAI) is the only association in the world representing the profession of forensic interviewing that offers unparalleled access to key decision makers with budget authority in the field of interviewing.



*General Dynamics IT is pleased with the caliber of education and professional growth IAI brings our members. And as IAI's first Diamond Sponsor, our visibility has successfully supported our goal of sharing our relevant solutions with IAI.*

Eric Hutchison  
Vice President of Sales  
General Dynamics IT



INTERNATIONAL ASSOCIATION  
of INTERVIEWERS



## What is IAI?

In December 2010, the four principals of Wicklander-Zulawski (WZ), the leader in interviewing and interrogation education and training, met for a strategic planning session about the state of their business. During this meeting Doug Wicklander, Dave Zulawski, Shane Sturman and Wayne Hoover discussed the need for a single entity dedicated to serving the comprehensive needs of the interviewing and interrogation community. Doug, Dave, Shane and Wayne decided to be the driving force behind a new association called the International Association of Interviewers.

The International Association of Interviewers (IAI) has been met with incredible enthusiasm and interest among the interviewing and interrogation community. IAI has skyrocketed to almost 2,500 individual members with total membership projected to be doubled over the next 24 months.

Education is no stranger to the founders of Wicklander-Zulawski who have worked to develop a year-round learning experience via Webinars, online training (10 hour course availability) as well as white papers, peer-to-peer forums and alliances with major educational institutions. IAI plans to innovate and continue its educational mandate into the future.

## Why Sponsor IAI?

IAI offers exciting opportunities for you to gain knowledge and awareness in the interview and interrogation profession.

- Top interview and interrogation resources and publications in the quarterly CFInsider
- Elite Training experiences with topics such as Micro-expressions, Organized Retail Crime Rings, Linguistics, False Confessions and many others
- Networking with directors and managers from leading corporations and government agencies
- Webinars on interview, interrogation and investigation techniques and topics throughout the year
- CFI continuing education credits through IAI educational programs
- Access to the top industry professionals, including 250+ CFIs who were promoted to Vice President or Director roles since 2015.

# MEET OUR MEMBERS!

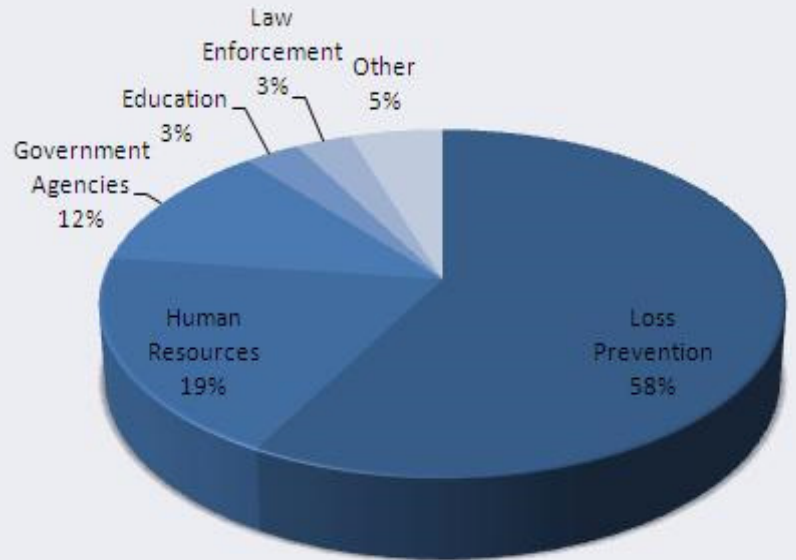
The International Association of Interviewers (IAI) is the only association in the world representing the profession of forensic interviewing and investigations that offers unparalleled access to key decision makers with budget authority. The members of IAI represent both the current directors and vice presidents as well as our future decision-makers.

By supporting the International Association of Interviewers, you are demonstrating your commitment to the education and elevation of the loss prevention industry. Solution Providers are also supported through varying cross-marketing benefits to help increase exposure and awareness of their support.

## Organizations Involved

- **Wicklander-Zulawski & Associates**  
Wayne Hoover, Douglas Wicklander, David Zulawski & Shane Sturman
- **Elkhart Police Department**, James Ballard
- **Wells Fargo**, Raymond Cotton
- **CarMax**, Eric Chase
- **Bealls Department Stores**, Daniel Doyle
- **HVHC Inc.**, Cary Jones
- **Illinois State Police**, Kirk Lonbom
- **Dick's Sporting Goods**, David Lund
- **Federal Bureau of Investigation**  
Richard Manning
- **Gap Inc.**, Debbie Maples
- **TJX Companies**, Mike Marquis
- **Humintell, LLC**, David Matsumoto
- **LP Innovations**, Steven May
- **Compass Group**, Chris McDonald
- **State of Illinois**, John Millner
- **Lifeway Christian Stores**, Melissa Mitchell
- **EPIC Integrated Risk Solutions**, Walter Palmer
- **Albertson's**, Kathleen Smith
- **Grant Thornton**, Mark Sullivan
- **Dunham Sports**, Alan Tague
- **Sterling Jewelers/Signet**, Kevin Valentine
- **Walmart**, Joe Davis

## IAI Member Composition



## We are the International Association of Interviewers

- Committed
- Professional
- Dedicated
- Certified
- Elite

## IAI Membership Facts

- 6,500+ members strong and growing
- 1/3 of the IAI members are Certified Forensic Interviewers (CFI)
- 250+ CFIs have become a Director or Vice Presidents of Loss Prevention since Spring 2015
- More than 20% of IAI members are Directors and Vice Presidents who are key buying decision-makers within their organizations
- More than 2,000 organizations represented





# Elite Training Days

IAI promotes the Elite Training Days event where key topics are presented by industry professionals. Over 200 professional interviewers attended Elite Training Day in past years. Attendees ranged from CEO's, Directors, and Managers to Store Associates. CFIs and IAI members receive discounted pricing to attend the Elite Training Day.

## Past topics included:

- "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," 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

## IAI Webinars

IAI provides top of the line educational webinars that are free to members presented by sponsors or IAI partners. Typically each webinar has 100-200 attendees who have access to our sponsors materials.

## Previous webinars are:

- Analog to IP: Uncover the Truth about Video Migration
- Emerging Threats for Cybercrimes
- Retail's Worst Nightmare: Employee Collusion with Organized Crime Rings
- Technology in Loss Prevention
- Guarding Against Complacency

Become a sponsor of IAI and get your products in front of many decision makers and members who would use your products.



Questions? Need more information? Contact Emily Kuhn at 630.515.3579

# SPONSORSHIP PACKAGES

## DIAMOND INVESTMENT \$20,000

- 12 CFI Online Prep Course or 6 full scholarships including the exam
- CEO negotiation training / Sales team training
- Four full page ad in CFInsider
- 15 memberships
- Two WZ training webinar seats
- Video on IAI Web site (produced by the solution provider)
- Opportunity to provide educational webinar to IAI membership
  - Webinar promoted via email marketing
  - CFInsider promotional articles
- Elite Training Days
  - Pre-marketing:
    - Banner ad on IAI Web site
    - Logo in leading industry publications
    - Social mentions
    - Ad in CFInsider
    - 2 complimentary registrations
  - On-site:
    - Booth
    - 3 attendees
    - Introduction of a speaker
    - Company endorsement prior to break
    - Premiere sponsorship opportunities such as breakfast, lunch, dinner, breaks, etc.
  - Post-marketing:
    - Mailing to IAI membership via Constant Contact (IAI manages mailing)
    - Listed in post-event write ups including D&D, CFInsider, Blogs, LP Magazine and website

## BENEFITS TO GOLD \$15,000

- 6 CFI Online Prep Course or 3 full scholarships including the exam
- 1/2 page ad in CFInsider
- 10 memberships
- Video on IAI Web site
- Discounts off a WZ in-house seminar attendance (10%)
- Elite Training Days
  - Pre-marketing:
    - Logo in leading industry publications
  - On-site:
    - Booth
    - 2 attendees
    - 1 complimentary registration
    - Sponsorship opportunities
  - Post-marketing:
    - Listed in post-event write ups including D&D, CFInsider, Blogs, LP Magazine and website

# SPONSORSHIP PACKAGES

## BENEFITS TO SILVER \$8,500

- 3 CFI Online Prep Course or 2 full scholarships including the exam
- Logo in CFInsider
- 5 memberships
- Listed on the IAI Web site
- Content marketing strategy to compliment current sales, marketing and product initiatives
- Elite Training Days
  - Pre-marketing:
    - Logo in leading industry publications
  - On-site:
    - 1 attendee and a booth
  - Post-marketing:
    - Listed in post-event write ups including D&D, CFInsider, Blogs, LP Magazine and website

## BENEFITS TO ASSOCIATE SPONSORSHIP \$3,750

- 2 CFI Online Prep Course
- 3 memberships
- 1 Elite Training Days attendee
- Listed on the IAI Web site
- Content marketing strategy to compliment current sales, marketing and product initiatives



INTERNATIONAL ASSOCIATION  
*of* INTERVIEWERS



## CFI Certification

A Certified Forensic Interviewer (CFI) is a professional with the expertise to conduct a variety of investigative interviews successfully, confidently, and efficiently

As a CFI, you gain legal credibility because your interviewing techniques have been benchmarked against objective and respected international standards. Your CFI certification can sharply reduce legal exposure for you and your organization.

To find out more about becoming a CFI, visit our website: <http://certifiedinterviewer.com/cfi-certification/>



## INTERNATIONAL ASSOCIATION of INTERVIEWERS

323 W. Galena Blvd.  
Aurora, IL 60506

[certifiedinterviewer.com](http://certifiedinterviewer.com)

For more information on sponsorships, contact:

Emily Kuhn  
Association Manager  
630.515.3579  
[ekuhn@certifiedinterviewer.com](mailto:ekuhn@certifiedinterviewer.com)

Wayne Hoover, CFI,  
Executive Director  
[whoover@w-z.com](mailto:whoover@w-z.com)



Founded by the leaders in Interview and Interrogation  
Wicklander-Zulawski & Associates, Inc.

@IAInterviewer

