TODDINGTON INTERNATIONAL INC

Knowledge Powered by Intelligence™

202C SMI

Social Media Intelligence & Investigation

January 23-24, 2020 | Toronto, Ontario

Social Media Intelligence (SMI or SOCMINT) is processed information, sourced from online social platforms and applications that facilitate and enable the collecting, monitoring, and analysis of up-to-date online sentiment and social commentary. The rich and varied information available from social platforms may be live or historical, opinion or fact, text or multi-media, proprietary or crowd-sourced; depending on the data provided by each source, and an investigator's ability to cross-reference the data across platforms and tools, a comprehensive profile of an individual, location, or event can often be built quickly and accurately.

To recognize, collect, and leverage the value of social platform-sourced information, research and investigative professionals must fully understand the limitations, restrictions, and legal implications of obtaining, and utilizing, such information in a manner that user privacy expectations, license agreements, and other legal limitations are not violated.

Social Media Intelligence & Investigation will introduce research and investigative professionals to a variety of essential tools and techniques necessary to locate, collect, and utilize social platform-sourced information, and introduce investigators to the considerations and implications of leveraging this type of information safely and appropriately.

LEARN ABOUT

- A variety of popular social networks and online communities
- Effective cross-platform search techniques
- Tools and resources for mining social intelligence
- Identifying and critically evaluating information available from social platforms
- Determining the reliability of shared content
- Linking people, places, and things
- User profiling, including usernames and pseudonyms
- Using geo-location tools, such as geofencing and location-based search, to locate real-time and historical posts
- Investigating posted images and videos
- Live social media monitoring tools
- Relevant legislation, case law, and policy
- Privacy-awareness and how to protect your own online information
- Best practices for documenting social platform-sourced content

WHO BENEFITS?

- Investigators & Analysts
- Researchers & Journalists
- Law Enforcement & Government Officers
- Public Safety & Security Professionals
- Legal Practitioners
- Information Specialists
- Business Managers & Competitive Intelligence Professionals
- Petrochemical & Pharmaceutical Reps
- Manufacturing & Marketing Professionals
- Regulators & Compliance Professionals
- Finance Professionals & Insurance Providers
- Fraud & AML Examiners
- Human Resource Managers
- Loss Prevention Officers
- Debt Collectors
- Non-Profit Organizations

PRICE

SPECIAL

Early-bird special: $1,349*

**Limited seats available.* plus tax

Standard pricing: $1,499

plus tax

Includes:

- Two-day SMI/SOCMINT training
- Comprehensive collection of training materials
- Special access to select OSINT resources
- Refreshments and lunches

3 WAYS TO REGISTER

- Register online here
- Email your details and training needs to training@toddington.com
- Call us at 604-468-9222

VENUE

The Grand Hotel Toronto
225 Jarvis Street
Toronto, Ontario
M5B 2C1 Canada
+1 (416) 863.9000
grandhoteltoronto.com

TECHNICAL REQUIREMENTS

Attendees are required to bring a **laptop capable of accessing the internet and installing/downloading basic software** to the course. Attendees can be provided with a list of software to be downloaded in advance of the course upon request.

"Maintaining an unrivaled reputation as the global leader in the provision of online research, internet investigation, and OSINT training, our primary goal is to provide our delegates with the very best learning and networking experience the industry has to offer, facilitated by recognized experts, with a wealth of industry knowledge and resources at their fingertips.

TII' S FREE RESOURCES KNOWLEDGE BASE

TII's extensive global network of online research and investigative professionals has created, and maintains, a huge collaborative database of the world's best tools and resources for online Open Source Intelligence (OSINT) and research professionals, in addition to research "cheat sheets" and other investigative aids.

Continually improved and updated, the **FREE Resources Knowledge Base** contains thousands of resources for locating people, places, social media content, corporation information, live streaming data and online communications, images, and videos, in addition to other essential investigative resources, such as geo-location tools, proxy servers, privacy guides, and much more.

TII's **FREE Resources Knowledge Base** is the definitive gateway to the best online research resources available, accessible through a custom designed, powerful, and interactive interface.

COURSE TERMS & CONDITIONS

1. Three or more delegates from the same company are entitled to a 10% discount. This discount is only applicable to the standard pricing.
2. Registrations are confirmed with written confirmation via email. Should the delegate not receive an email, it is the delegate's responsibility to contact TII to confirm their seat.
3. Payment must be received in full in advance of the course.
4. Delegates are responsible for their travel expenses in traveling to the course, including hotel accommodations. All travel and accommodation arrangements should be made by the delegate.
5. Cancellations received 30 days before the course date will receive a refund, less a $100 administration fee. After this date, the full fee must be paid, but substitutions may be made at any time.
6. TII reserves the right to cancel or change course dates, instructors, content, or conditions without prior notice.

ABOUT TII

With a global client base ranging from government agencies to members of the Fortune 500, Toddington International Inc. ("TII") has been enabling its customers to find and use online information more effectively since 1997.

Backed by over two decades of experience providing advanced internet intelligence services to a range of law enforcement agencies, in addition to private sector clients in the financial services, petrochemical, pharmaceutical, and manufacturing industries, TII develops and delivers comprehensive, highly-acclaimed classroom-based and e-learning programs that enable front-line investigative and research professionals to **find better online information, in less time, at less cost, with less risk™**.

Our team of trusted associates includes highly qualified investigators, intelligence analysts, psychologists, educators, legal practitioners, and other professionals, all of whom maintain the highest standards of integrity.

"The success of every student is our priority, and we work diligently to produce and maintain the very best training materials, in a format that is effective, enjoyable, interesting, and easily understood."

- David Toddington, Founder & CEO

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Toddington International Inc. accepts no responsibility for instructions contained within the course material which are applied inappropriately or contrary to the law, legislation, or guidelines governing your organization, country, or region.

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TII TODDINGTON INTERNATIONAL INC. – The Industry Leaders

Call: +1.604.468.9222 **Email:** training@toddington.com

www.TODDINGTON.com

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January 30-31, 2020 | Vancouver, British Columbia

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bluehorizonhotel.com

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