TODDINGTON INTERNATIONAL INC.

Knowledge Powered by Intelligence™

202C SMI

Social Media Intelligence & Investigation

JUNE 6-7, 2019 | TORONTO, ON

Social Media Intelligence 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 social platforms and online communities
- Effective cross-platform search techniques
- Identifying and critically evaluating information available from a variety of social platforms
- Determining the reliability of posted information
- Linking people, places, and things
- User profiling, including user names and pseudonyms
- Using geo-location tools, such as geofencing and location-based search, to locate real-time and historical posts
- Investigating images and videos
- Live social media monitoring tools
- Legislation, case law, and policy
- Privacy-awareness and protecting your own online information
- Best practices for documenting social platform-sourced content

WHO BENEFITS?

- Analysts
- Investigators
- Researchers
- Management
- Marketers
- Petrochemical Representatives
- Journalists
- Military Personnel
- Law Enforcement
- Government
- Regulators
- Security Personnel
- Insurance Providers
- Business Executives
- Loss Prevention Officers
- Legal Professionals
- Manufacturers
- Debt Collectors
- Finance Professionals
- Non-Profit Associates
- Human Resource Managers
- Pharmaceutical Representatives
- Information Specialists

PRICE

Special

Early-bird special $1,349*

**Limited seats available.* plus tax

Standard pricing $1,499

plus tax

Includes:

- Two-day expert training on gathering social media intelligence
- One-year free subscription to TII's Premium Resources Knowledge Base (a value of $299)
- Comprehensive collection of training materials and other OSINT resources
- Refreshments & lunches

REQUIREMENTS

Attendees are required to bring a **laptop capable of accessing the internet and basic software downloads/ installations** to the course.

VENUE

The Grand Hotel
225 Jarvis Street
Toronto, ON
Canada
+1 (416) 863.9000
grandhoteltoronto.com

TII's extensive global network of online research 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.

The **Premium Resources Knowledge Base** contains thousands of resources for locating people, places, things, social media content, live streaming data, images, videos, live online communication, geo-location tools, proxy servers, and more!

TII's Premium 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

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 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 informa ion 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 frontline 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, CEO & Founder, TII

Disclaimer: Please note that our courses do NOT provide guidance on law and legislation in relation to information gathered during the course of an online investigation. Please ensure that you are familiar with appropriate legislation governing collection, analysis, dissemination, and storage of information obtained online relating to individuals, groups, and organizations prior to proceeding with any online investigation.

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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