



PIER Strategic Services

PIER Strategic Services is the consulting and advanced training arm of PIER Systems, Inc.

We assist clients with:

- Crisis Response and Preparation
- Crisis Plans
- Drills and Exercises
- Advanced PIER Training and Certification
- Regional Communication Planning
- Joint Information Center and PIO Training
- Social Media Planning and Use
- Stakeholder Engagement
- Media Training



Orca whale watching and ocean kayaking are a couple examples of outdoor activities and adventures waiting for you in Bellingham. We are happy to provide a list of options and help coordinate and schedule activities as part of your visit to our beautiful city.

Bellingham is situated on Bellingham Bay near the famed San Juan Islands, 80 miles north of Seattle and 45 miles south of Vancouver, BC.

Registration

For session dates and times and to register, please use our [Registration Form](#) or call 360-756-8080.

PIER Certification Training

Bellingham, Washington

The Most In-Depth PIER Training Available

PIER Certification training is conducted at the PIER headquarters in Bellingham, Washington. Those completing the program will receive:

- Ability to take a lead role in effectively implementing PIER within their organization.
- Framed Certificate demonstrating PIER Administrative capabilities.
- Free one-year subscription for a personal PIER site to use for on-going training and personal profile.
- Prerequisite for designation as a qualified PIER Administrator on the PIER Emergency Response Team (PERT). PERT members have the option to respond to major events when requested by other PIER clients (see info below).

Program Content

Strategy

Learn how leading organizations solve communication challenges using PIER. Overview of Best Practices with in-depth discussions on specific challenges and uses of interest to the group.

PIER Advanced Training

Focus on the administrative and “Settings” uses of PIER including contact management, website design and content control, advanced inquiry management, multiple access levels, permissions and groups, reporting, forms, social media integration and interactive communication management.

Development

Spend time with our development team to learn about our development road map. Take advantage of this access to provide direct input, submit ideas and identify new opportunities.

Specifics

Location:

PIER Systems, Inc. Headquarters,
1204 Railroad Ave, Suite 200,
Bellingham, WA

Cost:

\$1000 per attendee (maximum 10 participants)

Air Travel:

Direct flights into Bellingham International from LAX, Las Vegas, Phoenix, San Francisco, Palm Springs, via Allegiant Airlines. Flights into Bellingham from SeaTac via Horizon/Alaska Airlines. SeaTac International Airport is a 2 hour drive from Bellingham. Shuttle available. PIER may be able to arrange group transportation depending on arrival times.

Recommended hotels:

Hotel Bellwether, Chrysalis Inn, Lakeway Inn.

For assistance with travel arrangements or recreational activities, please contact:

Katie Schafer, PIER Systems

360.756.8080

kschafer@piersystems.com

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For more information:

Gerald Baron

gbaron@piersystems.com

800-395-8081

Schedule and Plan

Wednesday

Basic PIER Operation

This one day session is for PIER users who do not have in-depth PIER skills. It is required for everyone except those who demonstrate through a pre-training assessment that they are very familiar and comfortable with PIER operations. Basic skills include creating, approving and publishing documents, distributing information, logging and responding to inquiries, adding and editing contacts, and generating basic reports.

Thursday

In-Depth PIER Operations

- Inquiry Management
- Interactive Management and Use of Forms/Surveys
- Social Media Integration
- Videos/Images/Multimedia
- Two Way, Check-in, Employee Security
- Users, permissions and security
- Notifications--text and phone
- Text to Inquiries and Documents
- Contacts and Smart Groups
- Auto Notifications
- Website Controls

Friday

Strategy and Development

In-depth discussion with your peers around best practices in communication strategy and implementation of PIER technology. Review of underlying philosophy including the focus on high value relationships, the need for speed, direct communication and transparency. Exploration of specific communication challenges faced by participants and brainstorming on innovative uses of PIER to meet those challenges.

Development interchange includes discussion with technology development team of PIER. Development road map reviewed and discussion about priorities and ideas generated as part of the in-depth review.

About PIER Emergency Response Team (PERT)

In response to numerous requests from clients, PIER is forming a PIER Emergency Response Team (PERT). PIER Certification is a prerequisite for consideration for PERT membership. PERT members will assist the growing number of PIER clients who rely on PIER in a major emergency. Assistance from PERT members may be virtual or involve travel. Agreements with clients wishing to use this service will be made in advance. If you are interested in participating as a PERT responder or in an agreement for PERT response, please contact Gerald Baron, Director of Strategic Services.