

# FBI John

The Voice of Cyber & Security

SPEAKER | AUTHOR | CONSULTANT

*Active Shooter*

**Campus Safety**  
**CONFERENCE** **CSC**  
AT **ED**spaces  
Designing the Future of Education

*November 8, 2023*

*John Iannarelli, ESQ, CSP®*

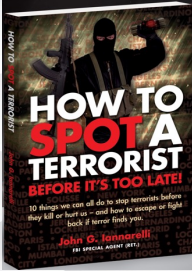
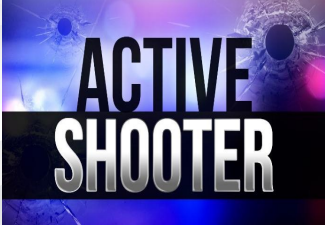
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# EDspaces

Designing the Future of Education

Charlotte, NC | November 7-9, 2023

John Iannarelli  
FBI Special Agent (Ret.)

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## Active Shooter

Individual engaged in killing  
or attempting to kill people  
in confined populated area  
with firearms

Often over before Law Enforcement arrives

**You need to be prepared**

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## 1966 UT Clock Town

16 killed, 33 wounded



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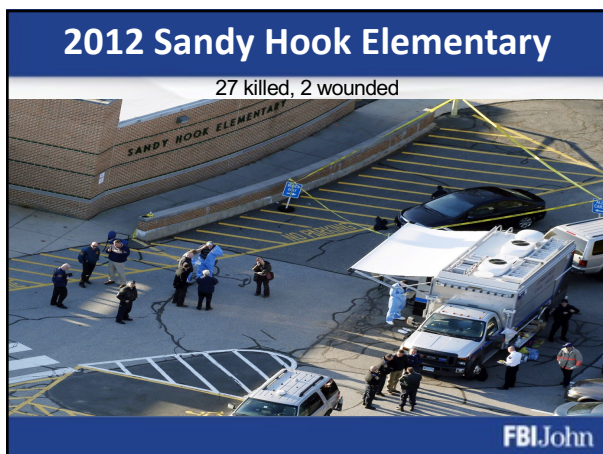
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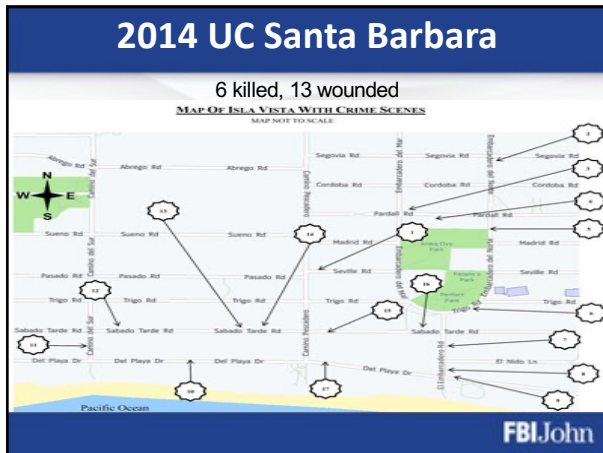
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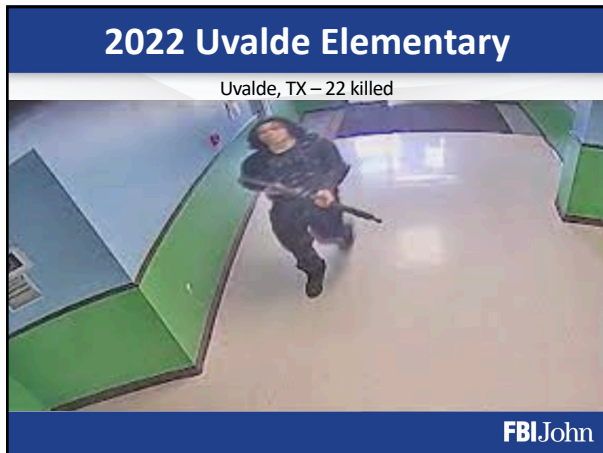
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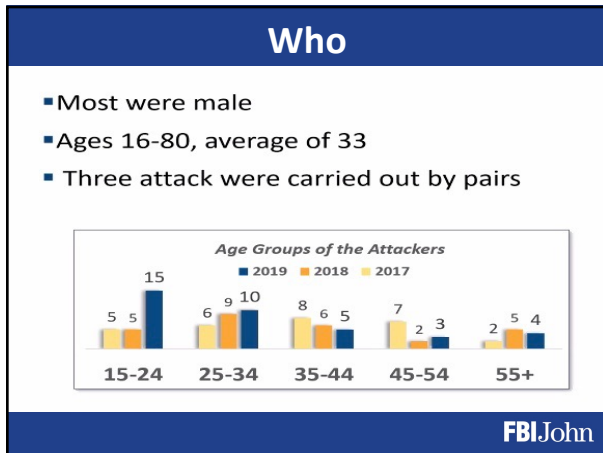
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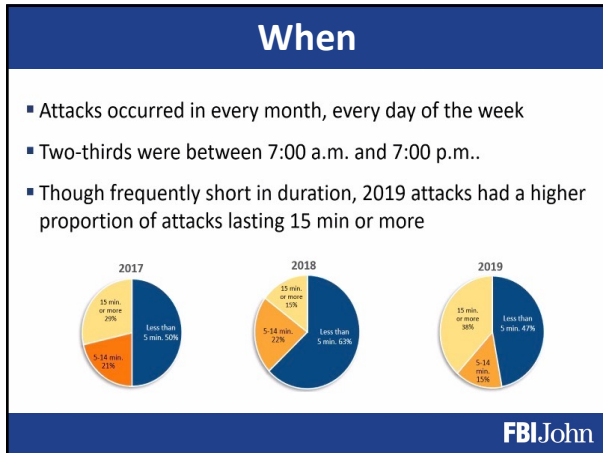
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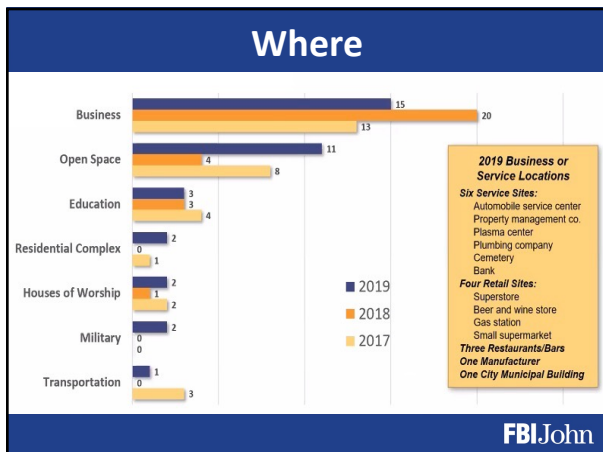
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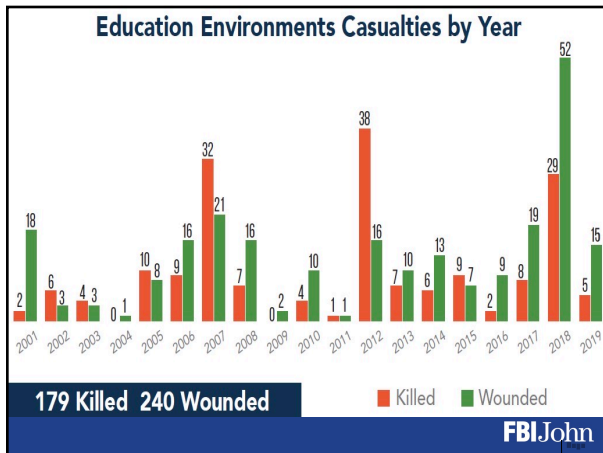
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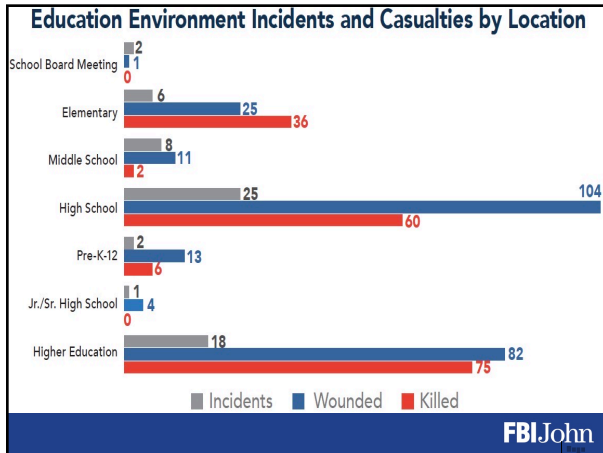
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## What To Do

Run

Hide

Fight

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## When Police Arrive

Remain calm

Raise hands

Follow orders

Do not stop and ask for help

Provide:

- location of shooter
- number of shooters
- physical description
- weapons
- number of victims

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## Empowerment

Conduct physical security assessment

Note two exits

- Know the indicators
- Train personnel
- Recognize sound of gunshots

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### Emergency Info

Emergency Services: 9-1-1

Local Emergency Information Line: \_\_\_\_\_

Local Police Department: \_\_\_\_\_

Local Fire Department: \_\_\_\_\_

Local Hospital: \_\_\_\_\_

Local FBI Field Office: \_\_\_\_\_

Facility Security: \_\_\_\_\_

Facility Address: \_\_\_\_\_

\_\_\_\_\_

Floor: \_\_\_\_\_ Suite/Room: \_\_\_\_\_

Office #: \_\_\_\_\_ Ext. \_\_\_\_\_

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### Prediction

Identify

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Assess

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Manage

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### Behaviors of Concern



- Social media posts with alarming content
- Escalating anger or aggressive behavior
- Changes in behavior and appearance
- Expressions of suicidal ideations
- Writing about violence or weapons
- Cutting off communications
- Inappropriate behavior toward females

- Stalking and harassing behaviors
- Increased depression
- Increased drug use
- Erratic behavior
- Purchasing weapons
- Threats of domestic violence
- Acting paranoid

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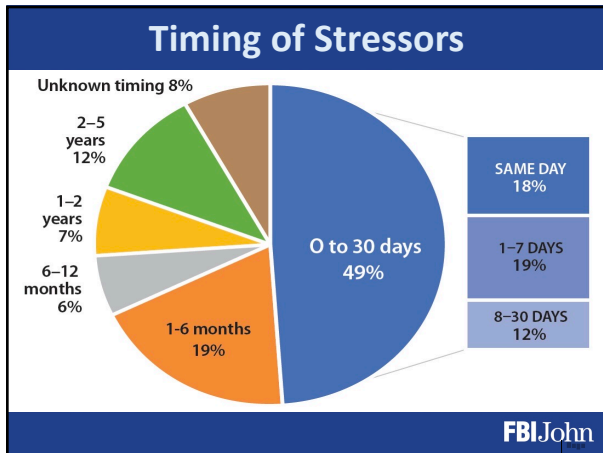
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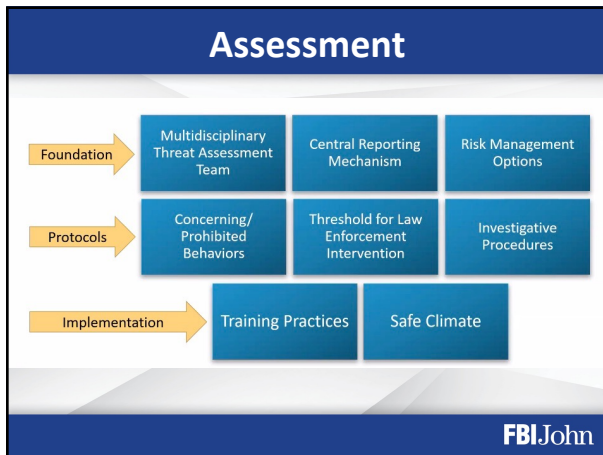
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Technical Assistance

Emergency Communication

- public address
- mass notification
- digital messaging

Gunshot Detection

- acoustic sensors shot location
- thermal tracker

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THE CHAIR TRICK



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Closing Thoughts

Average Active Shooting lasts 5 minutes or less

Average police response time 8 minutes

Over before police arrive

**You need to know how to protect yourself**

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# FBI John

**SPEAKER | AUTHOR | CONSULTANT**

*The Voice of Cyber & Security*



John Iannarelli served 20 years as an FBI Special Agent. His investigative work included the Oklahoma City Bombing, 9/11 attack, shooting of Congresswoman Gabrielle Giffords, the Sony hack, and more. John also served as the FBI's national spokesperson and worked as the NFL Security Representative. He is the recipient of the FBI Director's Distinguished Service Award and holds an Honorary Doctorate of Computer Science.

Now, John is a national news on-air consultant and sought-after National Speakers Association Certified Speaking Professional®. He is an attorney and the author of 5 books, including Disorderly Conduct – Humorous stories from life inside the FBI and How to Spot A Terrorist Before It's Too Late.

John has presented to Fortune 500 companies, the UN, and the Vatican. As a speaker, consultant, and author, ***John's mission is to help people stay safe in both the cyber and physical worlds.***

## **SPEAKING TOPICS**

- Cybersecurity for Business
- Active Shooter Prevention and Response

## **SPEAKING ENGAGEMENTS**

- Keynotes Conferences Breakouts
- Virtual Presentations

## **KEY AUDIENCE TAKEAWAYS**

- Understanding their vulnerabilities
- Learning how to recognize threats
- Knowing how to avoid becoming a victim and what to do if they become one

## **WATCH KEYNOTE PRESENTATION EXAMPLE BY FBI JOHN:**



## **AS FEATURED ON**



**Forbes**

THE WALL STREET JOURNAL

USA TODAY

The New York Times

**Bloomberg**



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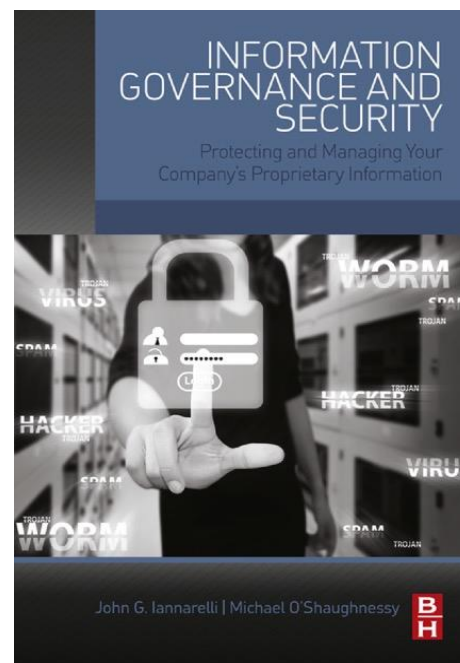
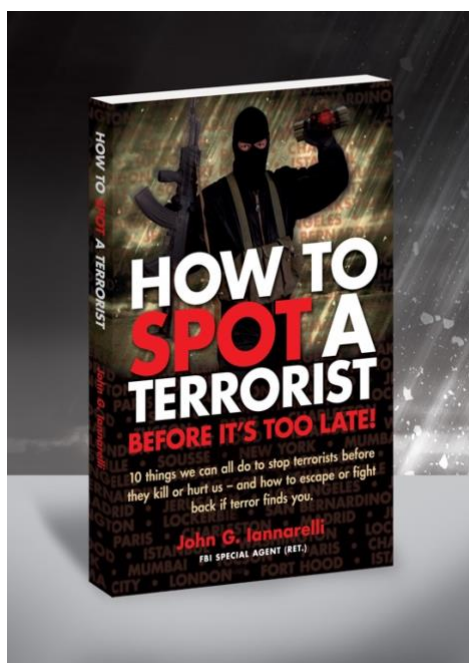
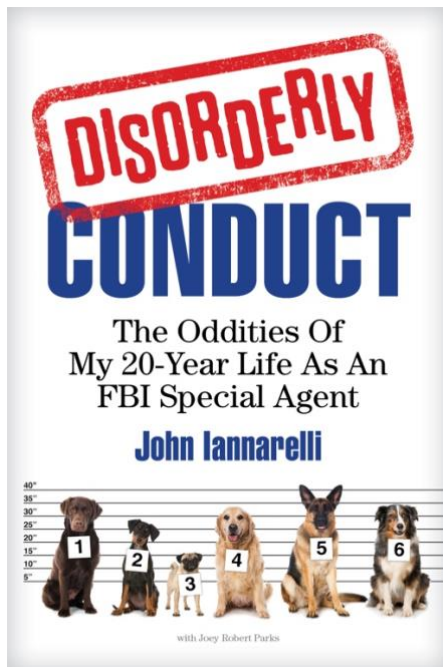


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# PRESENTATIONS

## Cybersecurity

Why rob a bank when a criminal can steal far more while sitting in front of a computer? Beyond just money, the sensitive personal information of both employees and customers is attractive to the cyber thief. Additionally, remote work technologies like mobile devices have provided cybercriminals with new ways to disrupt business and steal what is yours. Every year millions become victims because they did not know how to protect themselves from cybercrime. By using examples of actual FBI cases, John reveals the ways you are vulnerable to a cyberattack, the current threats and how you can protect yourself.

### Key takeaways:

- (1) Understand the latest cyber vulnerabilities.
- (2) Learn how to avoid becoming a victim.
- (3) Understand what to do if a cybercriminal does attack.

This presentation references Iannarelli's books *Disorderly Conduct* and *WTF: Why Teens Fail and What to Fix*, a guide to keeping safe on the internet and elsewhere.

## Active Shooter Awareness and Preparedness

Hear the behind the scenes stories of many of the most recent mass shootings, how they happened, how they were planned, how law enforcement responded, and important clues that could potentially prevent future such tragedies. The presenter has responded to two school shootings and the shooting of Congresswoman Gabriel Giffords. John was also present in Las Vegas when the Mandalay Bay shooting occurred, where he then served as an on-air Law Enforcement consultant for the Fox News Channel, CNN NBC, and other national news programs, giving him inside access to the crime scene. This access, in addition his having responded to numerous other critical incidents as an FBI Agent and police officer, gives John unique knowledge insights that he shares with his audience.

### Key Takeaways:

- (1) Being able to protect yourself and family should an active shooter situation occur.
- (2) Warning indicators to identify those who plan such attacks.
- (3) Key steps to take during an attack to stay safe, and what to do afterward to recover.

This presentation references Iannarelli's book *How to Spot a Terrorist; Before It Is Too Late*.

## How to Spot a Terrorist Before It's Too Late

How many times have we heard the phrase "If you see something, say something." However, when has anyone ever told us what we should be paying attention to see. John answers this question, sharing how you can help prevent the next terrorist attack by noticing a few simple indicators to identify someone who might be planning an act of terrorism. The audience will hear behind the scenes FBI



stories, not otherwise discussed with the public, detailing some of the most infamous acts of terrorism that have impacted the United States, to include the Oklahoma City Bombing, 9/11 and the Orlando Airport shooting, just to name a few. Likewise, the audience will also learn of attempted attacks that were prevented that the public never knew happened.

**Key Takeaways:**

- (1) Be able to protect yourself and your family if you are amid a terrorist or active shooter event.
- (2) Being able to spot a terrorism planning event before it is too late.
- (3) Know how to respond to keep yourself safe.

This presentation references FBI John's book *How to Spot a Terrorist; Before It Is Too Late*.

**Business/Ethics Lessons Learned Through the FBI**

Through story telling of FBI investigations, the audience will hear the lessons learned that are applicable to today's business world. John shares inside stories from behind the scenes not otherwise shared with the public, detailing high profile cases, such as 9/11, the shooting of Congresswoman Gabby Giffords, the Enron collapse, and more. Likewise, the audience will also hear valuable insights from other investigations never before discussed outside of the FBI. As is often the case with law enforcement situations, the audience will find this valuable presentation both informative and frequently entertaining.

**Key Takeaways:**

- (1) Identify the skills necessary for leadership and ethics.
- (2) Learn to how to lead by example.
- (3) Leverage and utilize the skills your employees so that everyone succeeds.

*This presentation references John's just released new book, Disorderly Conduct.*

**Bank Robbery Prevention and Response**

In the words of bank robber William Sutton when asked why he robs banks; "Because that where the money is." Banks have always been an attractive target for criminals and will continue to be for the foreseeable future. John shares the ways banks are commonly robbed, steps you can take to prevent and deter robberies, and how to best assist the responding law enforcement.

**Key Takeaways:**

- (1) Understand the various methods by which institutions are robbed.
- (2) Learn the warning signs that a robbery is imminent.
- (3) Know what to do both before and after a robbery to mitigate the risk.

This presentation references FBI John's books *Disorderly Conduct* and *How to Spot a Terrorist; Before It Is Too Late*.