

# Creative Society Volunteers To Host Free Community Event 'Active Shooter - Staying Safe: Strategies and Tactics'

*Join Creative Society for a free community event on August 8, 2024, at the Royal Oak Public Library to learn life-saving active shooter safety strategies.*

ROYAL OAK, MI, USA, August 6, 2024 /EINPresswire.com/ -- Volunteers from the [Creative Society](#) Michigan Coordination Center are hosting a free community event titled "Active Shooter, Staying Safe: Strategies and Tactics" focused on active shooter safety. The event will take place on August 8, 2024, at the Royal Oak Public Library and is designed to equip participants with life-saving strategies in the event of an active shooter situation.

Doors will open at 5:30 p.m., with the presentation beginning promptly at 6:00 p.m. and concluding at 7:30 p.m. While [registration is recommended](#), walk-ins are welcome.

Presenter:

[Bill Cousins](#), MS, CPP, CCCE, a seasoned security expert and founder of WJ Cousins & Associates LLC, will be the keynote presenter. With over 35 years of experience in security and law enforcement, including 22 years as a Special Agent with the U.S. Secret Service, Cousins brings unparalleled expertise to the discussion. He has developed active shooter training and security programs for international companies operating in high-risk environments. Cousins is internationally certified by the American Society of Industrial Security and has trained numerous organizations in active shooter survival techniques.



**STAYING SAFE:**  
**STRATEGIES AND TACTICS FOR ACTIVE SHOOTER SITUATIONS**

Royal Oak Public Library  
Thursday, August 8, 2024  
5:30PM - 7:30PM

**FREE!**  
**PUBLIC EVENT**

WJ Cousins & Associates  
CREATIVE SOCIETY  
eventbrite allevents

Active Shooter Safety "Staying Safe: Strategies and Tactics" Free Training

## Presentation:

The presentation will include real-world examples and case studies from the Oxford High School shooting, MSU Shooting and the Splash Pad shooting in Rochester Hills, MI. Due to the graphic nature of some of the content, the event is restricted to adults aged 18 and older.

Participants will gain crucial knowledge and skills to increase their chances of surviving an active shooter incident.

Topics include:

- Understanding the mindset of an active shooter
- Situational awareness and assessing a situation – decision time!
- Attack management
- The concepts and principles of Run-Hide-Fight
- Post-incident procedures and what to do once you've escaped or when the police have arrived
- Closing community discussion, Q&A

## Organized:



Participants will gain crucial knowledge and skills to increase their chances of surviving an active shooter incident."

*Event Organizers*

Alicia Smith  
Creative Society  
[email us here](#)

**STAYING SAFE:**  
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Bill Cousins is the owner/founder of the security firm WJ Cousins & Associates LLC. Bill has over 35 years of security and law enforcement experience, which include 22 years as a Special Agent with the US Secret Service. In this capacity he was assigned to numerous positions which include field offices, the Vice-Presidential Protective Division and as a Control Tactics Instructor at the Secret Service training academy. He is credited with establishing security programs such as Active Shooter Training and Kidnap and Ransom policies and procedures for international companies who do business in high risk countries.

**BILL COUSINS**  
**PRESENTER**

Bill is internationally certified as a security expert by the American Society of Industrial Security. He has successfully completed training from private active shooter training programs and the Department of Homeland Security.

Over the course of his career, Bill has taught active shooter survival techniques to many organizations which include law enforcement agencies, houses of worship, labor unions, schools, and businesses.

WJ Cousins & Associates  
ACCCE  
CPP Certified Protection Professional  
BOARD CERTIFIED IN SECURITY MANAGEMENT

Bill Cousins has 35+ years in law enforcement and security, culminating in his retirement from the Secret Service as an Assistant to The Special Agent in Charge.



# CREATIVE SOCIETY

Creative Society Project

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