

## **Resolution No. 27**

### **COMMITTEE ASSIGNMENT: Resolutions**

**Re: Virtual Reality for Public Relations**

1           WHEREAS, Virtual Reality (VR) is a powerful  
2 tool that can apply to a broad range of stories; and

3           WHEREAS, adding VR engagement to a  
4 campaign will help it be more immersive, more  
5 integrated, and create a more complete experience;  
6 and

7           WHEREAS, it is a quickly emerging trend with  
8 which wise marketers and communicators are already  
9 experimenting; and

10          WHEREAS, the IAFF - through it's Fire Ops  
11 program - has realized the importance of giving  
12 decision-makers the firefighting experience; and

13          WHEREAS, we have been limited in what we can  
14 show the general public or those not fit to go through  
15 Fire Ops; therefore be it

16          RESOLVED, That the IAFF investigate the  
17 possibility of developing Virtual Reality programs  
18 for IAFF fire locals to have; and be it further

19          RESOLVED, That the IAFF could re-coup the  
20 investment in VR by charging IAFF locals for the  
21 program that choose to use this PR method.

Submitted by: Toronto Professional Fire Fighters Association,  
Local 3888

Cost Estimate: None

**COMMITTEE RECOMMENDATION: Adopt**

**CONVENTION ACTION: Adopted**