DINFOS Training Days
Breakout Session Descriptions

AI Prompting and Usage for everyday use with DINFOS Instructor
Mr. Michael Andriacco, Visual Information Management Course Instructor

Join one of our Visual Information Management course instructors for a fireside chat on how he uses AI in his course and in everyday life as a public affairs and visual information specialist.

Podcasting
Mr. Jack Rous and Mr. Loren Neff, *The DINFOS Way* podcasters & Mass Communication Foundations Instructors
Mr. James Forbes, Public Affairs and Communication Strategy Qualification Course (PACS-Q) Instructor

Join *The DINFOS Way* podcasters for an in-depth conversation about podcasting. Podcasting enhances internal communication, boosts morale, and shares valuable insights to a wider audience.

Issue Analysis and Management
Cmdr. Sean Robertson, USN, PACS-Q Acting Academic Director & Senior Instructor

Discuss how effective issue analysis and management are vital to a synchronized and coordinated public affairs effort.

Writing for Video
Mr. Michael DaGrassa, Intermediate Motion Media Course Instructor
Mr. Robert Barnett, Intermediate Photo Journalism Course Instructor

This session focuses on the 6 C's of writing as it pertains to visual media.

Communication Planning Research Methodology – PRIMO and SLEET
PACS-Q instructors, TBD

Learn about the research framework DINFOS is currently teaching in the Public Affairs and Communication Strategy Qualification course. PRIMO (Policy, Resources, Internal Stakeholders, Mission and Operations) and SLEET (Sociocultural, Legal, Economics External Stakeholders and Technology) enable you to conduct internal and external research in communication planning.

Graphics Fundamentals
Digital Multimedia Course instructor team

Brush up on your basic graphic design fundamentals and discuss how these essential ingredients make composition more engaging.

Visual Information Audits
MCC Patrick Grieco, Visual Information Management Course

Learn how to audit your organization or shop to reveal deficiencies in personnel, training, and equipment as taught in VIM.

Community Engagement Case Study
Lt. Col. Jeku Royce "J.R." Arce, AG

Join Lt. Col. Arce for insights on effective community engagement. This session will provide practical strategies for building strong relationships between military units and local communities, featuring real-world examples from Lt. Col. Arce's experience.

DVIDs Usage
Defense Visual Information Distribution Service team

Join the DVIDs team for a more in-depth look at the Defense Visual Information Distribution System, learn how to use DVIDs, and sign up to use the service.

Visual Storytelling
ADOBE team

After understanding the fundamentals and importance of storytelling across various multimedia channels and platforms, participants will discover how integrating and leveraging different types of content, such as audio, video, photography, and interactive elements, is key to creating engaging narratives (and reaching unique audiences across multiple platforms).

The Future of Digital Content Strategy Execution
ADOBE team

To plan and execute an effective information campaign, communication teams must strike a balance between streamlined workflows and an integrated set of tools that enable them to collaborate, produce, and publish content efficiently. This session will demonstrate how future solutions, like digital asset managers and next-generation website content systems, can be fully integrated with multimedia production tools to eliminate bottlenecks in digital content creation and delivery, resulting in consistent and rapid public engagement across all your platforms.

Rapid Content Creation
ADOBE team

The demand for engaging content and information is endless, and PA teams must keep up with the demand. Adaptability is difficult when organizations lack resources to produce creative content across social media and the web, especially when speed is essential. In the session, attendees will learn how to leverage various accessible tools, enhanced by Generative AI, to quickly edit and publish consistently branded content across different platforms, no matter their skill level, role, or career field.

Best Practices for Video Production
ADOBE team

Traditionally, broadcasters were the main source responsible for archiving activities and creating video content for websites and social media. Now, these responsibilities are expanding to include PAOs, writers, editors, and photojournalists. Luckily, Adobe tools like Premiere Pro have been updated to make video production more accessible and easier to use, no matter your career field or skill level. We'll show you how Premiere Pro has evolved and introduce new tools to enable seamless production and collaboration.

For questions, please contact the DINFOS Training Days team via email at DINFOS_TrainingDays@dinfos.edu.