

DAY/TIME	TOPIC	PRESENTER	ORGANIZATION	SUMMARY
Mar 28, 0830-0840	Welcome & Introduction	COL Martin (Marty) Downie	Defense Information School	
Mar 28, 0840-0850	Opening Remarks	Ray Shepherd	Defense Media Activity	
Mar 28, 0850-0910	#StateofDINFOS, including SMMC	LTC Koné Faulkner	Defense Information School	Current and planned improvements curriculum improvements
Mar 28, 0920-1020	DMA Social Media Ops Center & User Experience	Brad Kimberly	Defense Media Activity	DMA Social Media Operations Center: how real-time social media monitoring capability has improved DMA's ability to adjust social media campaigns on the fly. Additionally, Brad will discuss User Experience training and show how DMA is using UX across all of its properties to better engage our audiences.
Mar 28, 1030-1130	DoD Content Curation & Creation Strategy	Tiffany Miller	Defense Media Activity	How to best utilize our resources in order to curate successful content for social media distribution and what to keep in mind when creating multi-media content that is entertaining, engaging and informative.
Mar 28, 1130-1300	LUNCH: Unit Fund Council will sell Pizza on premises			
Mar 28, 1300-1345	NATO Digital Media Management	COL Eric Bloom	Supreme HQ Allied Powers Europe and Allied Command Operations	A brief overview for digital media management, a comprehensive guide of everything you might experience when assigned to NATO.
Mar 28, 1355-1600* Room 110	Social Media Training Review	LTC Faulkner & Ellen Wilkinson	Defense Information School	A discussion with SMEs and CFMs about SMMC specific trends, recommended improvements, requirements to validate a potential in-resident SMMC version
<b>Break for Day</b>				
Mar 29, 0830-0940	Turn your phone into a super snackable machine	Andrew Finalyson	SmithGeiger	How mobile devices can help us create snackable videos for use on multiple platforms.
Mar 29, 0950-1035	Experimenting on Social Media and Adapting from Failure	Rebecca Matulka	Department of Interior	Social media is always changing. If you don't adapt, you'll get left behind. Learn how to test the waters, be comfortable with failure and get leadership buy in to experiment on social media.
Mar 29, 1045-1130	Twitter: It's what's happening	Jared Benoff	Twitter	Hear from Twitter's @Gov team on how to plan for, execute and measure a integrated campaign and live event on Twitter.
Mar 29, 1045-1130* Room 115D	Want a Healthy Social Media Strategy? Go Organic.	Heather Myklegard	Social Moxie	Organic social media is alive and growing, and it's more effective than ever at creating healthy digital campaigns that deliver delicious results to your bottom line. If you've poured hundreds of dollars into Facebook ads, Like campaigns, and promoted posts with nothing but unqualified leads to show for it, it's time to sink your teeth into something real—your company, your brand, and your story.
Mar 29, 1130-1300	LUNCH			
Mar 29, 1300-1345	Air Force: Records Management Reality		U.S. Air Force	This discussion will explore some of the issues, challenges, and best practices for managing and archiving social media data to meet federal records requirements
Mar 29, 1355-1430	Golden Rules: Social Media at the Tactical Level	Clayton Filipowicz	Defense Media Activity	Many social media teams are undermanned and underfunded. This presentation will explain how convey commander's intent while being resourceful, flexible, and purposeful with your social media presence.
Mar 29, 1440-1600	Snackable Content: Video tips for Social Media	MSgt Nicholas Kurtz	Defense Information School	A discussion about what works in web video, with several examples from folks in the field who are doing it right.
<b>Break for Day</b>				
Mar 30, 0830-0925	Social Media Takeaways from SxSW 2017	GySgt Joseph DiFirolamo & Sgt. Bryan Nygaard	U.S. Marine Corps	Social Media Trends today and tomorrow shared by experts at the recent conference.
Mar 30, 0925-1025	State Departments Approach to Crisis Communication	Kaitlin Turck	State Department, Bureau of Consular Affairs	Best practices for internal preparation, organization, and messaging in the moment.
Mar 30, 1035-1130	Navy: #PearlHarbor75: Honoring the past and inspiring the future through multi-platform engagement	Jason Kelly	U.S. Navy	A look at how the Navy led the DoD conversation for the commemoration of the 75 <sup>th</sup> anniversary of the attack on Pearl Harbor through on-the-ground, proactive content development and engagement using social and digital media as well as traditional methods.
Mar 30, 1130-1300	LUNCH			
Mar 30, 1300-1345	Engaging Professionals on LinkedIn	Brett Mikoy & Doug Barszcz	Linked In	Idea's and strategies on approaching LinkedIn as a communicator.
Mar 30, 1355-1450	MilSuite is Social Business	Kyle Bond & Megan Cronhardt	Program Executive Office - Command, Control, Communications, Tactical & DSA Inc. supporting MITech Solutions	Learn about milSuite as a secure, internal communications platform and explore some of the features that thousands of DoD members use every day.
Mar 30, 1500-1600* Room 118 - 30 seats	MilSuite Workshop: "8 Things YOU Can Do On milSuite"	Megan Cronhardt	DSA Inc. supporting MITech Solutions	Brand new to milSuite? Think you're a pro? Practice some new skills that will make collaborating with your team "suite"!
Mar 30, 1500-1600	"Users, not audiences" Finding your voice in a digital world.	Jon Judah	Georgetown University & HUGE	This session will cover how to design and use personas in an experience-driven digital landscape. We'll review why and how leading digital teams use personas, the elements of a good persona, and tactics for defining your positioning and voice to engage your audiences.
<b>Break for Day</b>				
Mar 31, 0830-0940	U.S. Coast Guard Instagram Takeover #USCGIGTakeovers	LT Janaro, Sarah & PO2 Honings, Diana	U.S. Coast Guard	#USCGIGTakeovers allow Coast Guard units to tell their story through dynamic pictures and cutlines. Now, the Coast Guard is experimenting with "takeovers" from partner agencies and LT Janaro is here to tell us how both "takeovers" work.
Mar 31, 0950-1025	Imposter Management	SFC Macroberts, Matthew	U.S. Army	U.S. Army insight on how we are handling imposter management and the challenges encountered.
Mar 31, 1035-1130	Virtual Honor Codes in the Age of Social Media.	Grygiel, Jennifer	Syracuse University	Learn about the concept of digital citizenship and ways to improve virtual communities
Mar 31, 1130-1300	LUNCH: Unit Fund Council will sell Chicken Sandwiches on premises			
Mar 31, 1300-1355	Storytelling Capacity through Virtual Reality	Herman, Justin	U.S. General Services Administration	Digital storytelling is quickly evolving from blogs and posts read from desktops and mobile apps into full immersive Virtual and Augmented Reality experiences. Learn what this means for your mission, what resources exist to help guide you, and where the field of storytelling through Virtual Reality is headed.
Mar 31, 1405-1525	Analytics for today: What you think matters doesn't	Vayavananda, Tatum	Defense Media Activity - Pacific	Why your Page Likes mean nothing, how your mom can teach you a thing or two about social media, and how building an understanding of analytics has helped small pages with few followers land major news outlets and, most importantly, how to translate this to your staff or your boss
Mar 31, 1100-1525* Room 115D	Virtual Reality Demos	Herman, Justin & Higgin, Jordan	ByteCubed	1- Microsoft HoloLens, 1 HTC Vive (VR device), 1 Google Daydream (VR headset), 1 Google Pixel XL (phone used by Google Daydream),
Mar 31, 1535-1545	Closing Remarks	COL Downie	Defense Information School	
<b>Workshop End</b>				
*Indicates no live video stream. These events will be in an alternate room location. Except for the Social Media Review and MilSuite Workshop, we will record and post to YouTube within 24 hours.*				