

Schedule of Events

Last updated July 17, 2018

2018 USMCCCA PROFESSIONAL DEVELOPMENT & TRAINING SYMPOSIUM

Monday 20 August

0800-1700	Check in, Registration: Assorted Social, Team-Building Recreational Activities Available, Including Fishing, Golf, and MCAS CPNC Tour (T)
1500	Board Meeting: Current National Officers and Directors
1830	Welcome Reception - buffet
2100	Command Post Open

Tuesday 21 August

0800	Symposium Welcome
0830	Flourishing In A Multi-Platform World <ul style="list-style-type: none">• <i>With so many entertainment, news and information options available on a myriad of platforms, tablets, smart devices, etc., today's media consumers have grown accustomed to having instantaneous access to quality journalism, video stories, social media engagement, high-quality imagery, and real-time conversations, anytime and anywhere. For a communications professional, this reality is both daunting and exciting. This informative seminar will explore proven best practices for how to flourish in this exciting new world!</i>
1000	BREAK
1015	Friends In The Fight (The Importance Of Affinity Groups) <ul style="list-style-type: none">• <i>With early commitments from the U.S. Naval Institute, the Marine Corps Association and the Disabled American Veterans (DAV), "Friends in the Fight" offers insights for today's CommStrat warrior into the intrinsic value of partnering with those entities who are predisposed to support Marines and their families. The discussion explores proven methods to draw upon the significant resources, expertise, and reach of established publications and organizations. Common membership and sustainment challenges will also be addressed.</i>
1145	Annual Business Luncheon (Light fare) for dues-paid USMCCCA Members; Prospective members are welcome to observe
1300	One Year In: The 4500 MOS (Force Modernization Update) <ul style="list-style-type: none">• <i>In an effort to build Marine Corps-wide capacity to effectively fight and win in a rapidly changing and contested information environment and to modernize Marine Corps' communication and product development capabilities, the 4300 and 4600 occupational fields merged last year into a singular 4500 Communication Strategy and Operations occupational field. Attendees of this informative seminar will enjoy a guided discussion by the Office of U.S. Marine Corps Communication into best practices, areas of concern and opportunities for improvement and lessons learned from across the force.</i>
1430	BREAK
1445	Vietnam Commemoration Partner Ceremony
1500	Sending Messages: 50-Year Retrospective on Vietnam War <ul style="list-style-type: none">• <i>Featuring famed combat reporter Joe Galloway and moderated by retired Marine Mustang Maj. Fred Tucker, this panel discussion representing both academia and jungle-boots-on-the-ground Marine storytellers, wiPagell explore the realities and the impact of</i>

the way public information was planned, disseminated and received (and perceived) during this seminal American war experience.

1630 **Training concludes for the day**
2000 **Command Post Open**

Wednesday 22 August

0730 **Prayer Breakfast:** *Steve Lurhsen, Tun Tavern Fellowship (Optional)*
0830 **Life After The Corps**
• For every Marine, there comes a time to retire the uniform and reenter the civilian workforce, attend college, or prepare for what comes next. Led by Mr. Shawn Rhodes, a nationally-recognized business consultant and former Marine Corps sergeant, attendees of this seminar will enjoy a panel discussion with recently-transitioned Marines who have found success working in communications, public relations, or other forms of media. Requested by Headquarters, U.S. Marine Corps, this informative seminar helps not only build upon the network of business professionals already active in the “Marine for Life” program, but also shares best practices for how to prepare now for the career you desire after the Corps.
1000 **BREAK**
1015 **Transform The Battle:**
• Brig. Gen. William H. Seely III, Director of the Office of Marine Corps Communication, will share his perspectives on what important skills, issues, and opportunities need special emphasis from today’s strategic communicators, regardless of rank. During this informative seminar, General Seely will discuss how Marine communicators can best support operational commanders and the supporting establishment in today’s complex information environment.
1145 **Training Symposium Concludes;** Unit/Organizational Huddles As Required
1300 **New Board Meeting -** National Officers and Directors
1430 **Association/Foundation Joint Leadership Workshop**
1815 **Awards Reception** (Dress blues or cocktail attire)
1900 **2018 Annual Awards Banquet**
• Guest of Honor to be Brig. Gen. William H. Seely III, Director of the Office of Marine Corps Communication
Command Post open immediately following

Thursday 23 August

0730 – 1000 **Sayonara Breakfast**
0900 - 1100 **HOTWASH** (HQMC/USMCCCA Planning for 2019 USMCCCA Professional Development & Training Symposium)