

# 2019 COMMSTRAT TRAINING & LEADERSHIP DEVELOPMENT SUMMIT

HQMC CD || MCRC || **USMCCCA**

18-23 August 2019

Agenda\*

<b>Sunday August 18<sup>th</sup>, 2019</b>
MCRC Travel Day
<b>USMCCCA Advance Party/Registration Prep</b>

Monday August 19 <sup>th</sup> , 2019				
Time	Topic	Notes	Location	Uniform
0800 – 0830	Welcome Remarks / Opening Comments	MCRC	TBD	Business Casual
0830 – 0900	Recruiter Support Updates	Maj Scarborough	TBD	Business Casual
0900 – 0930	Awareness Updates	Capt Henderson	TBD	Business Casual
0930 – 1000	National Partnerships Updates	Capt Herbert	TBD	Business Casual
1000 – 1030	Community Engagement Updates	Greg Gilliam	TBD	Business Casual
1030 – 1100	“State of the Program” Brief	MSgt Bentz	TBD	Business Casual
1100 – 1200	Agenda Review / Open Discussion	TBD	TBD	Business Casual
1200 – 1330	Lunch	TBD	TBD	Business Casual
1330 – 1430	DE M&A: Analytics (FG Page 1 – 23)	GRP1: MSgt Bentz / GySgt Ohoro GRP2: MSgt Kamenszky / GySgt Lebron	TBD	Business Casual
1430 – 1530	DE M&A: Messaging (FG Page 13 – 15, 39 – 47)	GRP1: MSgt Bentz / GySgt Ohoro GRP2: MSgt Kamenszky / GySgt Lebron	TBD	Business Casual
1530 – 1630	DE M&A: Processes (FG Page 1 – 11, 17 – 20)	GRP1: MSgt Bentz / GySgt Ohoro GRP2: MSgt Kamenszky / GySgt Lebron	TBD	Business Casual
<b>1700-2400</b>	<b>USMCCCA Command Post Operational</b>	<b>All Welcome</b>	<b>TBD</b>	<b>Casual</b>

Tuesday August 20 <sup>th</sup> , 2019				
COMMSTRAT OccFld Travel Day				
<b>USMCCCA CHECK IN FOR ALL</b>				
Time	Topic	Notes	Location	Uniform
0800 – 0830	Review / Opening Comments	MCRC	TBD	Business Casual
0830 – 0930	“Battles Told” App Presentation	JWT	TBD	Business Casual
0930 – 1100	“Battles Told” Registration/Training	GRP1: GySgt Kronenberg / SSgt Himes GRP2: GySgt McAdam / SSgt Stence	TBD	Business Casual
<b>1100-1230</b>	<b>USMCCCA Old Board Meeting</b>	<b>For USMCCCA Officers and Board</b>	<b>TBD</b>	<b>Casual</b>
<b>1230-1400</b>	<b>USMCCCA Foundation Old Board Meeting</b>	<b>For USMCCCA Officers and Board</b>	<b>TBD</b>	<b>Casual</b>
<b>DHQ/MCRC Marines (Civilian Personnel Optional)</b>			<b>RS MACs</b>	
1100 – 1230	Lunch	Lunch		
1230 – 1300	MAC Working Group / Doctrine Purpose Discussion (LtCol Devine)	“Battles Told” Prac App		
1300 – 1630	Volume 5 / Doctrine Working Group(s) MACO/AMACOs – LtCol Devine (MARC/CSC as Available) Marketing Chiefs – MSgt Bentz CommStrat Chiefs – GySgt Kronenberg			
<b>1800-2000</b>	<b>USMCCCA Welcome Reception</b>	<b>All Welcome</b>	<b>Casual</b>	
<b>2000-2400</b>	<b>USMCCCA Command Post Operational</b>	<b>All Welcome</b>	<b>Casual</b>	

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Wednesday August 21 <sup>st</sup> , 2019				
Time	Topic	Notes	Location	Uniform
0800	Welcome Remarks / Opening Comments	<b>USMCCCA</b> / HQMC CD (DIRCOMM video)	TBD	Business Casual
0900-1030	State of COMMSTRAT	HQMC FDR (MCF, OAG outputs, OIE development, MOS Roadmaps, Indoc Plan, FAC, DCI)	TBD	Business Casual
1030-1130	Atlanta Braves Public Relations	Corporate/Strategic Communication Q&A	TBD	Business Casual
1130-1300	Lunch	N/A	TBD	Business Casual
<b>1130-1230</b>	<b>USMCCCA Annual Business Meeting</b>	<b>USMCCCA Members</b>	<b>TBD</b>	<b>Casual</b>
1300-1430	Deployment/Exercise AARs (OIE focused)	Pacific Blitz, Trident Juncture, MEU, SPMAGTF	TBD	Business Casual
1430-1530	Research & Assessment	Cision (DVIDS) / Talkwalker (HQMC CD)	TBD	Business Casual
1530-1630	User Experience & Communication Design	How Design Communicates (TBD) & Marine Corps Brand Guide (MCRC)	TBD	Business Casual
1630	Marines split into production teams	Marines can begin developing and shooting product.	TBD	Business Casual
<b>1700</b>	<b>Leave Hotel Lobby to Uber/taxi to Braves Game</b>	<b>USMCCCA/MCRC/COMMSTRAT</b>	<b>Lobby</b>	<b>Casual</b>
1920	Braves Game	TBD – PR/Production shadow of game-day ops	TBD	Casual/Business Casual
<b>1700-2400</b>	<b>USMCCCA Command Post Operational</b>	<b>All Welcome</b>	<b>TBD</b>	<b>Casual</b>

Thursday August 22 <sup>nd</sup> , 2019				
Time	Topic	Notes	Location	Uniform
0800-1330	Offsite Projection Teams (PRAC AP)	Shooting/Editing Projects (E-5 and below)	Various	Casual
0800-1000	Crisis Communication & Ethical Leadership	Logos Consulting Group - Adam Tiouririne	Various	Business Casual
1000-1100	TBD	TBD	TBD	Business Casual
1100-1300	Lunch	N/A	TBD	Business Casual
<b>1100-1230</b>	<b>USMCCCA New Board Meeting</b>	<b>For USMCCCA Officers and Board</b>	<b>TBD</b>	<b>Casual</b>
<b>1230-1400</b>	<b>USMCCCA Foundation New Board Meeting</b>	<b>For USMCCCA Officers and Board</b>	<b>TBD</b>	<b>Casual</b>
1300-1400	TBD	TBD	TBD	Business Casual
1400-1500	Life After the Corps Panel	Mark Oliva (NSSF), Dan Clare (DAV), Damian McGee (VA), Russell Midori (CBS)	TBD	Business Casual
1500-1600	Production PRAC AP Presentations / Winners Panel	MTF	TBD	Casual / Business Casual
1600-1745	Banquet Prep	All	Hotel	Dress Blue Alphas
<b>1745-1845</b>	<b>USMCCCA Command Post Operational</b>	<b>USMCCCA Sponsored / Donations Accepted</b>	<b>TBD</b>	<b>Dress Blue Alphas</b>
<b>1900</b>	<b>Awards Banquet</b>	<b>Dinner, Guest of Honor speech, Award Presentations</b>	<b>TBD</b>	<b>Dress Blue Alphas</b>
<b>2100-2400</b>	<b>USMCCCA Command Post Operational</b>	<b>All Welcome</b>	<b>TBD</b>	<b>Casual</b>

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Friday August 23 <sup>rd</sup> , 2019				
Travel Day				
Time	Topic	Notes	Location	Uniform
<b>0800-0930</b>	<b>USMCCCA SAYONARA Breakfast</b>	<b>USMCCCA Members</b>	<b>TBD</b>	<b>Casual</b>
TBD	Summit Hotwash/AAR WG	OccFld Marines, leaders, MCRC, CD, USMCCCA	TBD	Casual