



UNITED STATES MARINE CORPS  
PUBLIC AFFAIRS OFFICE  
I MARINE EXPEDITIONARY FORCE  
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IN REPLY REFER TO:  
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PAO  
30 Dec 15

From: Director, I Marine Expeditionary Force Public Affairs  
To: I MEF Public Affairs Office Staff  
Public Affairs Officer, 1st Marine Division  
Public Affairs Officer, 1st Marine Logistics Group  
Public Affairs Officer, 3rd Marine Aircraft Wing  
Public Affairs Officer, 11th Marine Expeditionary Unit  
Public Affairs Officer, 13th Marine Expeditionary Unit  
Public Affairs Officer, 15th Marine Expeditionary Unit  
Public Affairs Officer, Marine Corps Installations West-Marine Corps  
Base Camp Pendleton  
Public Affairs Officer, Marine Corps Recruit Station San Diego  
Public Affairs Officer, 12<sup>th</sup> Marine Corps Recruiting District  
Public Affairs Officer, Marine Air Ground Combat Center Twenty-nine  
Palms  
Public Affairs Officer, Marine Corps Air Station Yuma  
Public Affairs Officer, Naval Hospital Camp Pendleton  
Public Affairs Officer, Naval Hospital Balboa  
Public Affairs Officer, Navy Public Affairs Support Element West  
Public Affairs Officer, 3<sup>rd</sup> Fleet

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Encl: (1) I MEF PA Summit Schedule

1. Situation. The field of communication is constantly changing and Marines are expected to continually develop skill-sets while maintaining proficiency in all the specific areas required of the Public Affairs (PA) Military Occupational Specialty. In an effort to increase occupational proficiency, stimulate thought, challenge antiquated paradigms and to set the conditions to improve comprehensive PA performance, supplemental training is required on a periodic basis. Due to high operation tempo and fiscal challenges, the majority of Marines may not have the availability to attend training provided at formal Department of Defense schools.

2. Mission. On 14-15 January 2016, I Marine Expeditionary Force PA Marines and invited attendees will participate in lecture and classroom training at the Pacific Views Event Center (PVEC), Camp Pendleton in order to enhance PA proficiency and effectiveness.

a. Target Audiences

(1) I Marine Expeditionary Force, Marine Corps Installations-West and 12<sup>th</sup> Marine Corps District PA officers, enlisted and civilian personnel.

(2) Southern California region Navy PA officers, enlisted and civilian personnel.

b. Learning Objectives

(1) Increase understanding of the significance of reaching key stakeholders via social media and how to enhance brand awareness through social media engagement.

(2) Improve ability to develop print and video news products that are captivating to key stakeholders and appeal to external media organizations.

(3) Increase proficiency in setting up and employing the Public Affairs Live Media Engagement System (PALMES).

(4) Improve understanding of how to conduct interviews, specifically identifying subject matter experts, building rapport, and identifying priority topics through conversation.

(5) Increase ability to analyze stakeholders and determine the appropriate audience prior to writing stories, speeches, social media posts, and producing videos.

(6) Enhance understanding of reputation management and how to deliver the command message, through crisis or when facing adversity.

(7) Improve ability to develop relevant measures and collect analytics in order to better communicate PA effects to commanders.

3. Execution

a. Commander's Intent. All West Coast Marine and Navy PA attendees receive enrichment relevant to our field that sharpens the skills necessary to optimize PA performance through Calendar Year 2016.

b. Concept of Operations. Marines will attend a 2-day training event at the PVEC aboard Camp Pendleton from 0800-1630 on 14 January and 0800-1600 on 15 January 2016.

c. Tasks

(1) Deputy Director

(a) Provide supervision and guidance to Plans and Operations team.

(b) Prepare "Know your Audience" Training and conduct training during I MEF PA Summit.

(a) Assist Plans and Operations Section with developing end of training survey for students.

(2) I MEF PA Summit Project Officer

(a) Serve as the overall coordinator for the event.

(b) Coordinate event location, Pacific Views Event Center Crawford Room (A&B) and O'Conference Room with audio visual requirements.

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(c) Develop agenda and schedule of events.

(d) Receive trainer and attendee RSVP information.

(e) Coordinate with Combat Camera to create event program and attendee name badges.

(f) Coordinate with I Marine Expeditionary Force Headquarters Group to ensure timely submission of open purchase requests to support speaker fees.

(g) Ensure audio-visual capabilities are available for conducting PowerPoint presentations and listening/viewing videos.

(h) Ensure ten (10) power strips are available in the conference room for use.

(3) I MEF PA Production Officer

(a) Provide three (3) PALMES systems for Day Two of training and ensure accountability of equipment at all times.

(b) Assign one Mass Communication Specialist to write a story about the I MEF PA Summit and take photos during both days of training.

(4) I MEF PA Plans and Operations Section

(a) Create seating chart NLT 8 January.

(b) Assess I MEF PA Summit surveys and provide feedback to I MEF PA leadership NLT 25 January.

(c) Develop end of I MEF PA Summit survey NLT 8 January.

d. Coordinating Instructions

(1) At 0815 on 14 January 2016 I MEF PA Summit attendees meet in the lobby of the PVEC, Camp Pendleton. I MEF PA personnel will provide a sign-in sheet, nametags and will escort attendees to the conference room.

(2) The PVEC is located in Building 202850 on Jacinto Road, Camp Pendleton, Calif. Phone number is (760)725-2231.

(3) An optional refreshment fee of \$5.00 will be collected on Day One for interested participants. Lunch is also available for purchase within the PVEC restaurant or at nearby restaurants within 1 mile of PVEC.

(4) Recommend attendees bring a laptop with charging cord, notepad, writing utensils and smart phones.

(5) Uniform for Marine Corps personnel attending the I MEF PA Summit is Service Bravos. Business attire for civilian attendees is recommended.

(6) All periods of instruction will be held at the unclassified level.


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4. Administration and Logistics.

a. Administration. Personnel traveling more than 50 miles to attend the I MEF PA Summit will need to request travel funding from their parent command, as applicable.

b. Logistics. I MEF PAO will oversee the set-up and tear down of all PA equipment used during the I MEF PA Summit and will have full accountability of gear at all times.

5. Command and Signal. Primary point of contact for the I MEF PA Summit is SSgt Valerie Eppler, and she can be reached in the I MEF PA Office at (760)725-9266/763-7047 or via email at valerie.eppler@usmc.mil.

  
C. M. PERRINE  
LTCOL USMC