

	TUESDAY, 6 DEC 16	WEDNESDAY, 7 DEC 16	THURSDAY, 8 DEC 16
0700	<b>0730-0745:</b> <i>Opening</i> <b>0745-0845:</b> Brig Gen Ed Thomas <i>State of Air Force Public Affairs</i>	<b>0745-0800:</b> <i>Opening</i>	<b>0745-0800:</b> <i>Opening</i>
0800	<b>0845-0900:</b> Break	<b>0800-0900:</b> Mr. Doug Busk <i>Brand Building by Storytelling</i>	<b>0800-0900:</b> Gen Paul Selva <i>Strategic Security Environment</i>
0900	<b>0900-1000:</b> Hon. Deborah Lee James <i>Building a Culture of Engagement</i>	<b>0900-0920:</b> Break <b>0920-1020:</b> Mr. William Orr, Jr. <i>Effectively Communicating Legal Issues</i>	<b>0900-0920:</b> Break <b>0920-0950:</b> Lt Col Chris Anderson <i>Air Force Combat Camera</i>
1000	<b>1000-1020:</b> Break <b>1020-1145:</b> Mr. Helio Fred Garcia <i>Maintaining Trust in a Crisis</i>	<b>1020-1040:</b> Break <b>1040-1125:</b> <i>Air Force Public Affairs Leadership Panel</i>	<b>1010-1140:</b> Maj Frank Hartnett SMSgt Pamela Anderson Mr. Josh Aycock <i>The People Pipeline</i>
1100	<b>1145-1245:</b> Lunch	<b>1125-1225:</b> Lunch	<b>1140-1240:</b> Lunch
1200	<b>1245-1345:</b> <i>Breakout Session 1</i>	<b>1225-1325:</b> <i>Breakout Session 2</i>	<b>1240-1340:</b> <i>Breakout Session 5</i>
1300	<b>1345-1400:</b> Break	<b>1325-1345:</b> Break <b>1345-1445:</b> <i>Breakout Session 3</i>	<b>1340-1400:</b> Break
1400	<b>1400-1445:</b> Lt Col Mike Mench <i>Honor, Inspire, Connect: AF Bands in the Culture of Engagement</i> <b>1445-1500:</b> Break	<b>1445-1505:</b> Break	<b>1400-1500:</b> <i>Breakout Session 6</i>
1500	<b>1500-1600:</b> Gen Darren McDew <i>Developing the Strategic Message for Future Public Affairs Leaders</i>	<b>1505-1605:</b> <i>Breakout Session 4</i>	<b>1500-1520:</b> Break <b>1520-1620:</b> Ms. Karen Kraft <i>Stories to Inspire: Creative Decision-Making (the Process &amp; Prioritization)</i>
1600	<b>1600-1630:</b> Brig Gen Ed Thomas <i>Perspectives</i>		<b>1620-1700:</b> Brig Gen Ed Thomas <i>Lead! Engage! Inspire!</i>
		<b>1800-2130:</b> "A Celebration of Excellence" Awards Banquet ( <i>National A/B/C</i> )	<b>1900-2200:</b> "Howl at the Moon" Social Event ( <i>Loudoun A/B/C</i> )

**Tuesday MAJCOM Breakout Sessions\***

ACC: 1830-2100 in National A  
AFMC: 1900-2000 in Belmont A  
AFPAA: 1830-2000 in Loudoun A  
AFSOC: 1800-2000 in Loudoun B/C  
ANG: 1700-2100 in Potomac A/B  
PACAF: 1800-1930 at TBD dinner location  
USAFE: 1900-2100 in Potomac D/E

**Friday MAJCOM Breakout Sessions\***

AETC: 0800-1130 in Belmont A  
AFGSC: 0800-1000 in Loudoun A  
AFRC: 0800-0930 in Loudoun B/C  
AFSPC: 0830-1100 in Potomac A/B  
AMC: 0800-1000 in Potomac D/E

*\*Note: Public Affairs polo or t-shirt authorized in place of blues for Tuesday and Friday breakout sessions.*

General Sessions		
<b>Building a Culture of Engagement</b>	<b>Hon. Deborah Lee James</b> <i>Secretary of the Air Force</i>	Since being sworn in as the Secretary of the Air Force in 2013, Secretary James has built a culture of engagement through leading by example. During this session, Secretary James shares her vision of the Air Force's future and the importance of communication.
<b>State of Air Force Public Affairs</b>	<b>Brig Gen Ed Thomas</b> <i>Director, Air Force Public Affairs</i>	As Director of Air Force Public Affairs, Brig Gen Thomas presents his views on the state of the Public Affairs enterprise and lays out his career field priorities for 2017 and beyond.
<b>Maintaining Trust in a Crisis</b>	<b>Mr. Fred Garcia</b> <i>Logos Institute for Crisis Management &amp; Executive Leadership</i>	Crises follow predictable patterns. Hear from an industry expert on the decision criteria to guide leaders through crises and emerge with stakeholders' trust and confidence intact.
<b>Honor, Inspire, Connect: AF Bands in the Culture of Engagement</b>	<b>Lt Col Mike Mench</b> <i>Chief, Air Force Bands Division (SAF/PAB)</i>	Music is an effective bridge to connect the Air Force to civilian populations. This session addresses how Air Force bands are a key instrument of soft power to support U.S. interests at home and abroad.
<b>Developing the Strategic Message for Future Public Affairs Leaders</b>	<b>Gen Darren McDew</b> <i>Commander, U.S. Transportation Command</i>	Gen McDew, a former Director of Air Force Public Affairs, discusses how growing leaders is crucial in advancing an organization's strategy and the role of strategic messaging to reach your intended audience.
<b>Brand Building by Storytelling</b>	<b>Mr. Doug Busk</b> <i>Director, Digital Communications &amp; Social Media The Coca-Cola Company</i>	In today's ever-changing world, it is increasingly difficult for brands to connect with consumers. Hear how brand journalism has allowed the Coca-Cola Company to openly communicate and engage.
<b>Effectively Communicating Legal Issues</b>	<b>Mr. William Orr, Jr.</b> <i>Chief, Strategic Military Justice Legislation &amp; Policy</i>	The military justice system is in a period of transition. Mr. Orr presents the first comprehensive review of the Uniform Code of Military Justice in 30 years and discusses MJS communication considerations.
<b>Air Force Public Affairs Leadership Panel</b>	<b>Brig Gen Ed Thomas and others</b>	Career field senior leaders address a spectrum of topics related to Public Affairs and leadership.
<b>Strategic Security Environment</b>	<b>Gen Paul Selva</b> <i>Vice Chairman, Joint Chiefs of Staff</i>	Gen Selva delivers remarks on the roles and responsibilities of the Chairman and Vice Chairman of the Joint Chiefs of Staff, security challenges from a joint perspective, and driving innovation.
<b>Air Force Combat Camera</b>	<b>Lt Col Chris Anderson</b> <i>Commander, 1st Combat Camera Squadron</i>	Lt Col Anderson presents an overview of Air Force Combat Camera's mission, specialized capabilities, supported efforts, and training along with a tactics demonstration.
<b>The People Pipeline</b>	<b>Maj Frank Hartnett</b> <b>SMSgt Pamela Anderson</b> <b>Mr. Josh Aycock</b> <i>Air Force Personnel Center</i>	The Public Affairs team at AFPC presents an update of the health of the career field, as well as explains how Airmen are assigned to positions across the Public Affairs community and what Airmen should expect as they move through the ranks.
<b>Stories to Inspire: Creative Decision-Making (the Process &amp; Prioritization)</b>	<b>Ms. Karen Kraft</b> <i>Hero Media Group</i>	We are in the business of inspiring our audiences – so we need to fully understand and appreciate the power of words, images, and character development as much as the technology to deliver them.
<b>Lead! Engage! Inspire!</b>	<b>Brig Gen Ed Thomas</b> <i>Director, Air Force Public Affairs</i>	Brig Gen Thomas closes the 2016 PA Worldwide with final remarks.
Breakout Sessions		
<b>Wing Manpower Study / Expeditionary Airmen</b> <i>Location: Potomac D/E</i>	<b>Maj Justin Brockhoff &amp; Ms. Sonja Coderre</b> <i>Requirements &amp; Development Division (SAF/PAR)</i>	The SAF/PA requirements and development division provides an update on the manpower study of active duty host wing PA offices, followed by a look at deployment requirements and posturing including each Airman's responsibility and how the unit can help.
<b>Where Airmen Get Information / Social Media Analytics</b> <i>Location: Belmont A</i>	<b>Maj Jason Hasbrouck &amp; Ms. Carroll Kim</b> <i>Strategy &amp; Assessment Division (SAF/PAX)</i>	Study the results of an Air Force-wide review that explored Airmen's sources of Air Force information, and discover how to use this data to more effectively reach this key audience.
<b>Social Evolution: Building Trust Along the Digital Frontier</b> <i>Location: National A (Tues/Wed), National B/C/D (Thurs)</i>	<b>TSgt Jarad Denton</b> <i>501st Combat Support Wing Public Affairs</i>	Learn how to maximize engagement through innovative process improvement, changing the narrative and nature of products, and embracing culture change to ensure the Air Force story is not only told, but understood, supported and shared.
<b>Dream Big ... Make an Impact in the Big Apple &amp; Hollywood</b> <i>Location: Potomac A/B</i>	<b>Lt Col Greg Hignite</b> <i>Director, Air Force National Media Outreach</i> <b>Lt Col Glen Roberts</b> <i>Director, Air Force Entertainment Liaison Office</i>	During this session, the NYC and LA field offices share impressions of partnering with the creative community in Hollywood and the news and infotainment industries in New York City. Also learn how wing and MAJCOM PA offices can partner with the field offices.
<b>DVIDS &amp; You</b> <i>Location: Loudoun B/C</i>	<b>Mr. Scott Betts</b> <i>Defense Video &amp; Imagery Distribution System</i> <b>Mr. Mitch Gettle</b> <i>Defense Media Activity</i>	Defense Video & Imagery Distribution System and Defense Media Activity leaders present an overview of their organizations, as well as discuss DVIDS capabilities and how the system can be used to help maximize your communication efforts.
<b>Air Force Public Affairs Agency</b> <i>Location: Loudoun A</i>	<b>Mr. Larry Clavette</b> <i>Director, Air Force Public Affairs Agency</i>	This session covers the Air Force Public Affairs Agency and its role in supporting major career field programs ranging from aerial photography to the public web program.