

Air Force Public Affairs Agency
DIGITAL PUBLISHING WORKSHOP
Aug. 4-6, 2020
McGhee Tyson ANG Base, TN

Travel Days

Monday (Aug. 3) and Friday (Aug. 7)

Dress

Military – ABUs / OCPs

Civilian – Business casual

Management Support

Contact Air Force Public Web at publicweb@us.af.mil or 210-652-7074

Mr. Bob Everdeen

MSgt. Daniel DeCook

Tech Support

TSgt. Daniel Owen

TSgt. Ciara Gosier

Defense Media Activity (x4)

**Sign up early for 30- to 45-minute personalized sessions throughout the day; contact Air Force Public Web at publicweb@us.af.mil or 210-652-7074*

Guest Speakers

- DINFOS – search engine optimization
- Omnitec Solutions, Inc. – common Service Desk issues and fixes
- SAF/PAI – content management, best practices and furthest reach
- Omnitec Solutions, Inc. – what you need to know about redesign
- SAF/PA – social media for the wing and CDC content creation
- Mr. Bob Everdeen, AFPAA – current and upcoming projects and updates, Public Web outreach
- TSgt. Ciara Gosier, AFPAA – AFPIMS fundamentals
- Air Force Connect mobile app
- AFPIMS best practices, tips and tricks
- Capt. Tony Richardson, Air University – Education with Industry, crisis communication
- Ms. April Rowden, AFPAA – Intellectual Property / Branding and Trademark Licensing for websites
- public web metrics and analytics
- AFPAA/AOW – State of public web and way ahead
- Public Affairs SNCO – leading today's Pas and writing for today's EPRs/packages
- Public Affairs senior officer/civilian – state of public affairs/the way ahead

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MONDAY, AUG. 3, 2020

1800-2000 **Icebreaker**
Courtyard BBQ area; weather back-up is the club

TUESDAY, AUG. 4, 2020

0800-0850 **Single briefing for all**
Common Service Desk issues and fixes

0900-0930 **Single briefing for all**
Content management best practices;

0930-0945 **Break**

0945-1100 **Single briefing for all**
Omnitec Solutions, Inc. – what you need to know about redesign

1100-1200 **Lunch**

1200-1245 **Single briefing for all**
Education with Industry;

1245-1300 **Break**

1300-1345 **Single briefing for all**
Crisis communication;

1345-1400 **Break**

1400-1445 **Single briefing for all**
Air Force Connect mobile app;

1445-1500 **Break / Move to Breakout Sessions**

1500-1600 **Breakout sessions**
Room 1: AFPIMS fundamentals;
Room 2: About redesign;
Room 3: Q&A with chief of Air Force Public Web; Mr. Everdeen
Room 4: One-on-one assistance from support team

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WEDNESDAY, AUG. 5, 2020

- 0800-0845** **Single briefing for all**
Intellectual Property (Branding and Trademark Licensing) for websites; Ms. Rowden
- 0845-0900** **Break**
- 0900-0945** **Single briefing for all**
Social media at the wing level
- 0945-1000** **Break**
- 1000-1100** **Single briefing for all**
Search engine optimization;
- 1100-1200** **Lunch**
- 1200-1245** **Single briefing for all**
Public web metrics and analytics;
- 1245-1300** **Break / Move to Breakout Sessions**
- 1300-1400** **Breakout sessions**
Room 1: AFPIMS best practices, tips and tricks;
Room 2: Social media best practices, social media metrics;
Room 3: AFPIMS: the present, the future and you;
Room 4: One-on-one assistance from support team
- 1400-1500** **Breakout sessions**
Room 1: Public Affairs SNCO – leading today's Pas and writing EPRs/packages
Room 2: Education with Industry;
Room 3: AFPIMS: the present, the future and you;
Room 4: One-on-one assistance from support team
- 1500-1600** **Breakout sessions**
Room 1: Search engine optimization; Mr. Battle
Room 2: Crisis comm, media engagement, digital media room; Capt. Richardson
Room 3: Public web metrics and analytics;
Room 4: One-on-one assistance from support team
- 1600-1620** **Group photo**
Courtyard; MSgt DeCook

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THURSDAY, AUG. 6, 2020

- 0800-0830** **Single briefing for all**
Public Affairs senior officer/civilian – state of public affairs/the way ahead
- 0830-0930** **Breakout sessions**
Room 1: Public web metrics and analytics;
Room 2: Social media best practices, social media metrics;
Room 3: Redesign
Room 4: One-on-one assistance from support team
- 0930-1030** **Breakout sessions**
Room 1: Public Affairs senior officer/civilian – state of public affairs/the way ahead
Room 2: Crisis communication;
Room 3: Redesign
Room 4: One-on-one assistance from support team
- 1030-1130** **Single briefing for all**
Wrap-up / closing comments / AAR / Q&A; Air Force Public Web team
- 1130-1230** **Lunch**
- 1230-1600** **Individual assistance sessions**
Room 4: One-on-one assistance from support team