



tools, tidbits & trends

THE LATEST MARKETING NEWS

January 14, 2011

Tools...important information

MARKETING

■ **IMCOM CONFERENCE - Marketing Symposium, 18-22 April 2011**

Limited information on the training symposium is available. Sorry for the inconvenience.

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■ **All-Army Sports Commercial**

The All-Army Sports Program has released their first commercial:

<http://www.youtube.com/watch?v=WizQiUTeOlc>. Please use the commercial online, through social media channels, and town hall and newcomer briefings. All-Army Sports is constantly recruiting new talent and the program is a great opportunity to improve the morale of Soldiers. Visit AllArmySports.ArmyMWR.com for application deadlines.

■ **2011 All-Army Sports Calendar**

The 2011 All-Army Sports Calendar is available. Download it at

www.mwrbrandcentral.com/HOMEPAGE/soldiercommunityrec.html. Printed posters will ship to your Sports Offices.

■ **Is your installation hosting All Star Weekend?**

Promotional materials are available for download and customization. Click [here](#).

GRAPHIC DESIGN

Updates loaded on MWRBrandCentral.com for this week include:

- All-Army Sports 2011 Calendar
- ESRI reports

■ The Creative Corner

The world of design and desktop publishing today embraces much more than just print, other forms of publishing including web design, animation, video, audio, mobile delivery and other rich media content. Software today is increasingly integrating media tools that make it easier to produce complex content for a variety of multimedia without the knowledge of HTML, Flash, or other programming.

Check out these training opportunities:

Design Once to Serve Everyone:

Multiscreen Applications Across Mobile & Web

When: Tuesday, January 25, 2011

2:00pm EST / 11:00 PST

Duration: 60 minutes

Web designers and programmers know that creating mobile websites and apps is very different from creating traditional online services. To support mobile users, we often must completely rethink the design and development process, which results in increased complexity, higher budgets and longer publishing cycles. However, with knowledge of emerging best practices and tools, we can learn to design once and serve everyone - no matter what their form factor or device. It's time to join the multi-screen revolution.

Award-winning innovators know that their constituents want to interact with government from anywhere, at any time and from any device. We have seen the rise of the mobile internet begin to approach the adoption of traditional web channels. If we need to build separately for every service, we're going to waste money. In these tough budget times, that just isn't an option.

Join Government Technology and Adobe Government for a live, interactive master class on this important topic. You will learn:

- How to make the case for mobile application development to your organization
- Key trends in government customer service and app design.
- Insights from award-winning and ultra-innovative projects from around the nation
- Design and technology tips that can make you a multiscreen wizard

Control click to [Register](#)

EVENTS AND PROMOTIONS

■ 2011 Promotions

A few slots remain for Operation Rising Star and Texas Hold 'EM. If your garrison has not signed up to participate, please do so immediately.

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Tidbits...helpful items of interest!

- Forbes: "Social media strategies for 2011: Misconceptions mask stumbling points and opportunities" [Read more](#).

Trends...what's going on out there

■ ESRI data now available on MWRBrandCentral.com

Demographic and consumer data is available through ESRI data

- What is ESRI? ESRI is an online secondary research database that houses US Census and consumer expenditure information by geographic location.
- Why use ESRI data? Marketers can use ESRI reports to gain insight into the demographic and consumer profile of a specific trade area or installation.
- Where can I find ESRI data? Select ESRI reports for 69 CONUS installations have already been uploaded to Brand Central.

To view: <http://mwrbrandcentral.com/HOMEPAGE/esri.html> In case this link does not work, please go to www.mwrbrandcentral.com, go to the Market Research Link, go to the drop down menu listed under the Research tab and then toggle down to the Industry Research tab.

Future articles will highlight how to read and use specific ESRI reports.

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