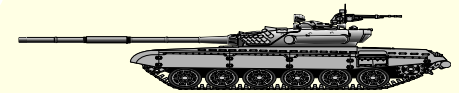


CONNECTIONS 08

Thoughts and Ideas about CONNECTIONS 09



Mr. Michael W. Garrambone

General Dynamics

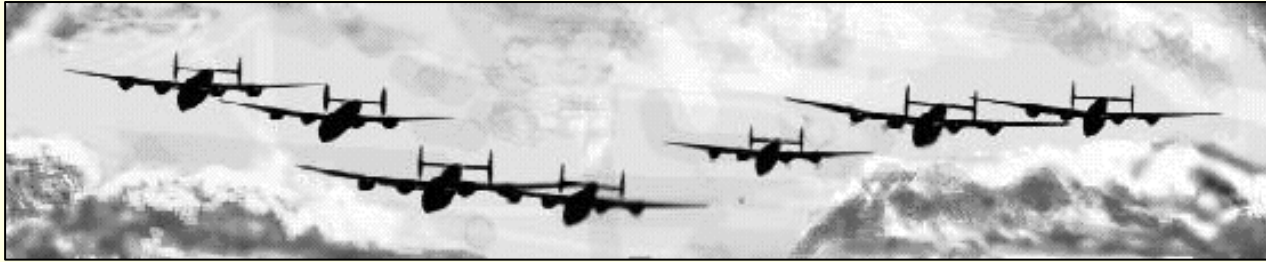
CDR Shaun D. Hollenbaugh

NAVWARCOL

Orlando, Florida, 14 March 2008

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Introduction



- ▶ **We have come a long way (some 15+ years of Connections)**
- ▶ **We have changed venues (locations, modes, & operations)**
- ▶ **We have expanded, contracted, and matured**
- ▶ **There is a need and desire to re-look at ourselves**

Workshop Purpose: Flush out the thoughts

Team Member: John Macke

Agenda



- ▶ **Introduction**
- ▶ **Overview of topics**
- ▶ **Review of ideas**
- ▶ **Capture the thoughts**
- ▶ **Report to the group**

Topics for Discussion (1 of 3)



Initial listing to start from:

- Duration of event
- Timing of event
- Co-sponsoring
- Size of event
- Composition of audience
- Organization of event
- Operations of event
- Organization of team
- Funding
- Location
- Purpose of “Super Group”
- Purpose of event
- Rotation location
- Facility requirements
- Security issues
- Products of Connections



Topics for Discussion (2 of 3)



More to start from

- Advertising (ouch)
- Electronic storage
- The need for scribes
- Shifting depth of presentations
- Shifting desires of presentations
- Membership
- Membership connectivity
- Game playing
- Game demonstration
- Game training
- Media
- Event victory conditions
- Sources of attendees
- World environment now
- World environment future
- M&S aspects



Topics for Discussion (3 of 3)



Initial Listing to start from

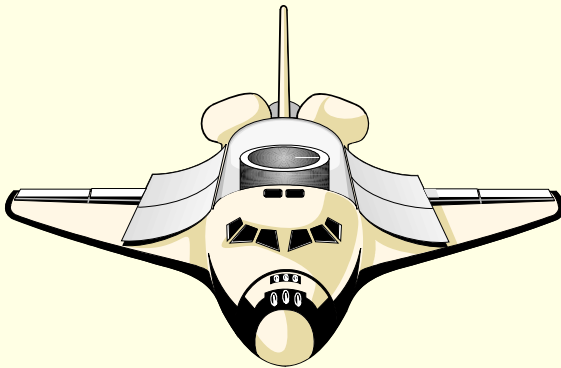
- **Quartering**
- **Transportation**
- **History of Connections**
- **Connections data**
- **Source of attendance**
- **Who to invite**
- **Organizations to invite**
- **Imbedded in an organization**
- **Constructing an organization**
- **Part of a professional society**
- **Where are the students**
- **Where are the teachers**
- **Where are the pointers**
- **Part of a professional society**
- **Next meeting**

Duration of Event



**One
Sortie**

2 -- 4 Hours



**One
Sortie**

2 -- 4 Weeks

Need a minimum of 2.5 days

Timing of Event

Mid-March

Why?

With another Event

Piggy Back—Go with the flow!

Your Thoughts

Ideas?

Will it work in the Real and conflicting World ?

Co-Sponsoring an Event

Connections

with

Prime Sponsor

We bring

- | Know-how
- | The motivated
- | Idealistic and Realistic
- | Programs
- | Related topics

They have

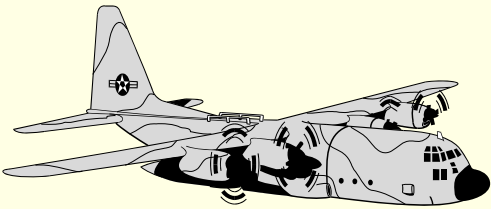
- | Facilities
- | Access
- | Transportation
- | Cost absorbers
- | On-site staff



One or more
sponsors?

Size of Event

How big ?



- **Turf/days**
- **Head count: 40, 60, 100, 120**
- **Type of heads? (spectrum)**

Ideas?

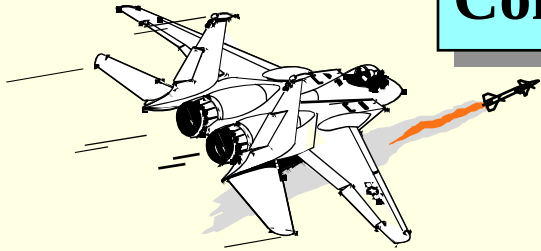
Composition of Connections Audience

- ▶ • Core game players
- ▶ • Game designers
- ▶ • Analytical types
- ▶ • Educators/trainers
- ▶ • Historians
- ▶ • Scientists and engineers
- ▶ • Planner-operators

Ideas?

What should be the audience?

Organization of Event



Composition

- Panels
- Key speakers
- Subject speakers
- Demos
- Workshop
- Tutorials
- Practical Exercises
- Game play

Timing

- Use of the days
- Use of the nights
- Use of the lunch
- Proportions of time



Ideas?

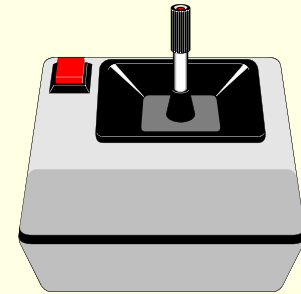
Organization (for Conferences)

▶ **Administrative & control staff**

From food to trans

From sales to security

Advertising



▶ **On-site support staff**

Larger numbers

More and different tasks (AV)



▶ **Tutorial leads**

Speaker leads

Other leads

Ideas?

Funding (sources)

Who can help

Labs

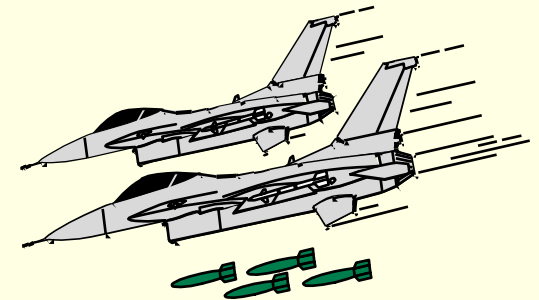
Schools

Analytical houses

Operation houses

Govt other

Contractors



Ideas?

Locations

Prime & Available

- **Military school houses**
 - E.g., AWC, NWC, USMA
 - NDU, NPS
- **Near military**
- **Montgomery, AL**
- **Dayton, Ohio**
- **Non-military schools**
 - E.g., GMU, UCF,
- **Contractor/FFRDC houses**
 - E.g., CNA, GD, SAIC, JHU
- **Military Installations**
 - E.g., APG, Navy Yard
- **Resorts**
- **Co-located (other Confs)**
 - Origins
 - DSMC
 - MORS

Ideas?

Purpose of “Super Group”

**Performs all Planning
and Staff functions**

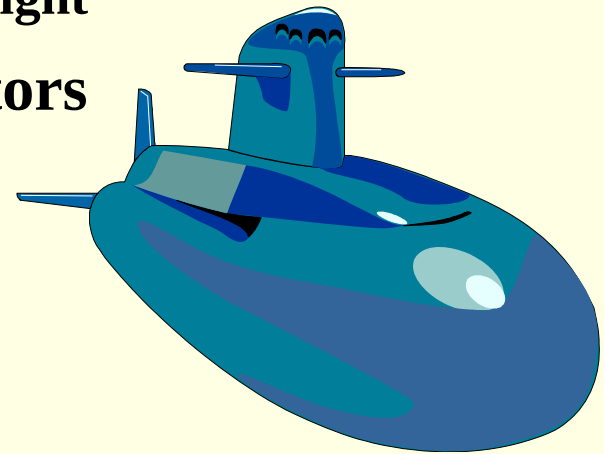
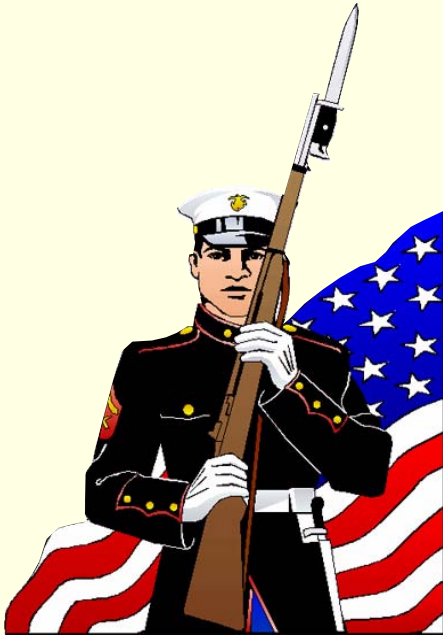
- Game plan development
- Resource development
- Execution and oversight

First Board of Directors

- Information
- Recommendations

First Members

Ideas?



Purpose of the Event

Things to be known



Define the charter

- Make it available
- Make it known



Determine the interested parties

- Search
- Inform



Advertise

Ideas?

Rotation of Location?

- ▶ **Permanent fixed location**
- ▶ **Rotation group**
- ▶ **Go with the sponsor**
- ▶ **Bidding by school**
- ▶ **Bidding by agency**
- ▶ **Overseas**

Ideas?



Logistics of Location

Facility Requirements

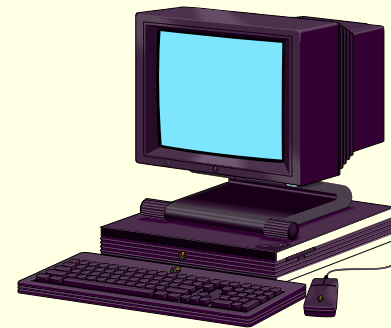
- ▶ **For presenting**
- ▶ **For support needs**
- ▶ **For wargaming**
- ▶ **For evening events**
- ▶ **Health & welfare**
- ▶

Ideas?

Present and Available

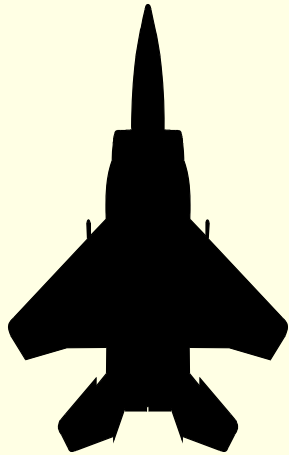
Security Issues

- ▶ **Get on Base, Post, or Installation**
- ▶ **International participants**
- ▶ **Parking**
- ▶ **Computers**
- ▶ **Check-in delays**



Ideas?

Products of Connections



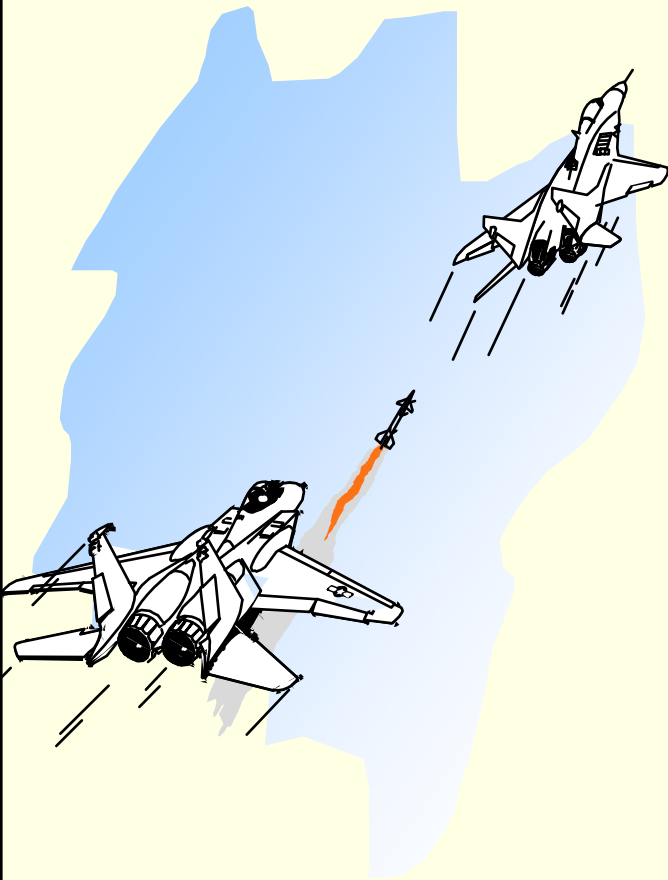
- **The Connections**
- **The Learning**
- **New Audience**
- **The CD ?**
- **Products Other ?**
- **Group membership ?**

Ideas?

Advertising

- Word of mouth
- Piggy back
- Website

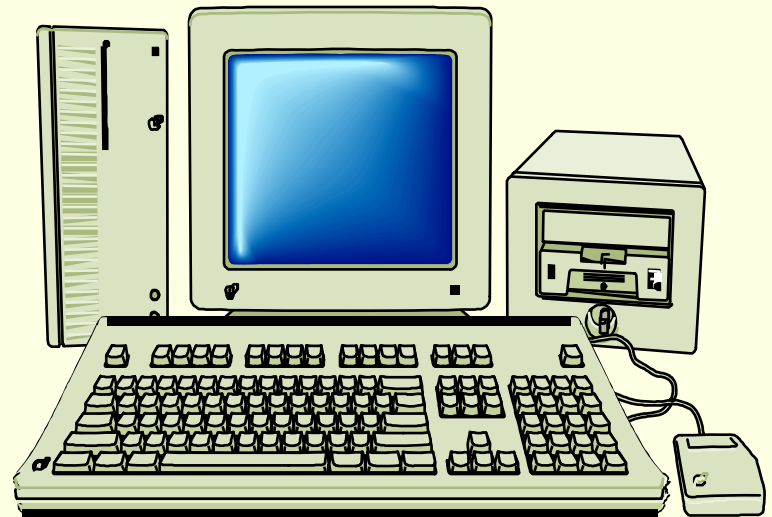
Ideas?



Electronic Storage

Where is it?

- **What are we keeping**
- **Location**
- **CD**
- **Office history file**
- **What's stored**
- **Where is Matt**



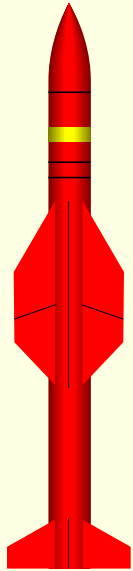
The Need for Scribes



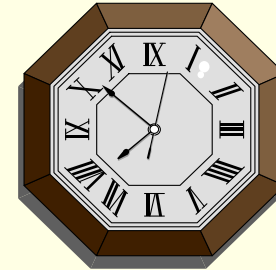
- What is written now?
- What happened
- Audience gets what?
- Creating products
- Other ?

Ideas?

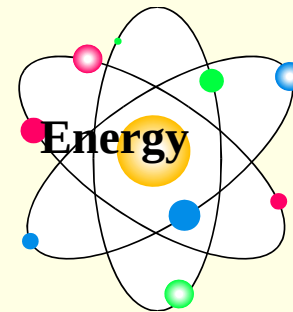
Shifting Depth of Presentations



- Plenary
- Overviews
- Updates
- General
- Specific
- Technical



Ideas?



DoD Plans and Policies vs. Killing Orcs

Shifting Desires of Presentations



What do you want?

- Update on states of affairs
- Latest technology developments
- Circumstance of military programs
- Sources of funding for contractors
- A special topic being taught
- Topic being explained
- A new product description
- Event/game descriptions
- What happened at a game

Ideas?

Membership

Joining the Group



- Who do we want in the group



- What is the requirement to join



- Joining process
- What do you get for joining

What should is cost?

Membership Connectivity



How are we connected now?



- **E-mail**
- **Annually**
- **Multi-year reunion**
- **At the game**
- **What do you want?**

Ideas?

Game Planning/Demo/Training

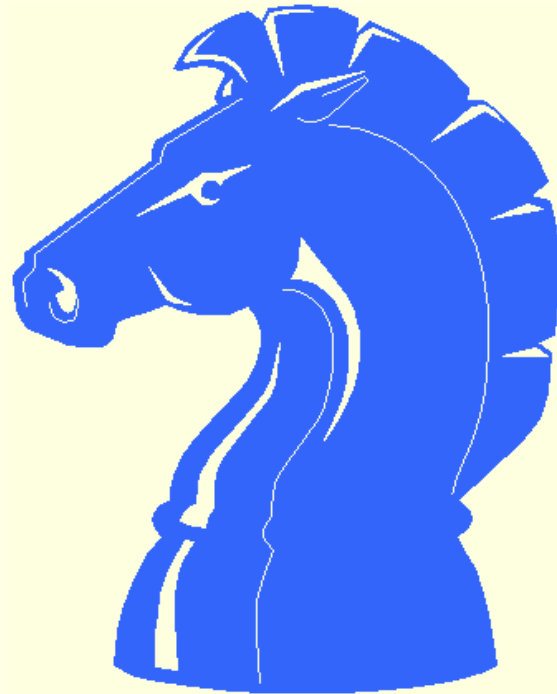
- ▶ **Is playing a game expected?**
- ▶ **At least watching it being played**
- ▶ **Learning about playing**
- ▶ **Plan to play games**
- ▶ **Continue to demo games**
- ▶ **Can't play unless trained**
- ▶ **Pre-training?**



Ideas?

Use of Media

- ▶ **Not much use**
 - E-mail
 - Directed to website
 - Voice on phone
- ▶ **No flyers**
 - In offices
 - At other events
- ▶ **No PR**
 - To game centers
 - To gamer meetings



Ideas?

Event Victory Conditions

We did good?

- **Good variety attending**
- **Good number attending**
- **Smiling faces**
- **We know who attended**
- **Sponsor asked us back**
- **Membership grows**
- **More folks/agencies know about us**

Ideas?

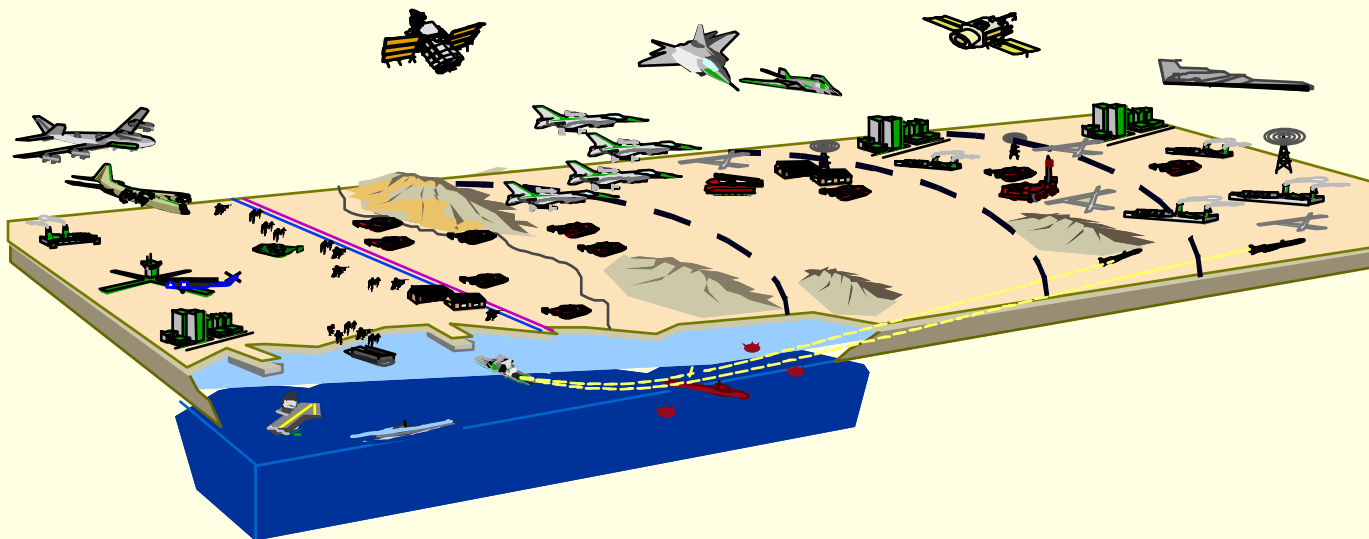
Sources of Attentees

- **Military Academic Schools**
 - **Military Service Schools**
 - **Business Schools**
 - **DoD wide Laboratories & RDT&E**
 - **Analytical Agencies**
 - **Software Development Houses**
 - **Doctrine Centers**
 - **Warfighter Training Centers**
- Ideas?**

Environment

- High on wargaming (QDR)
- Technique for examining IW
- Less funding for travel
- Plethora of games?
- People are busy

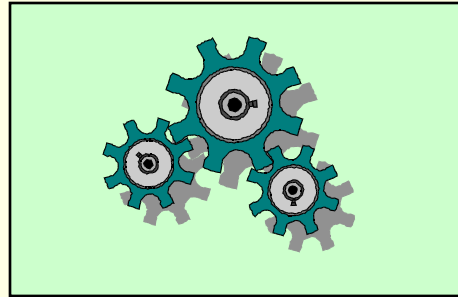
Ideas?



M&S Aspects

O Lord, please save me from the computer guys

**What do code busters do?
We have to tell their story?
We have let them “have sales”**



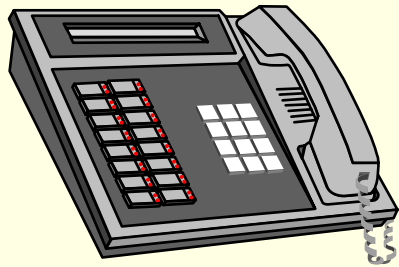
Conclusions

Connections 09

- ▶ **Lots to be gained by piggy-backing on DMSC**
- ▶ **Takes lots of early planning to put program together**
- ▶ **Need to pre-connect to the potential audience members**
- ▶ **Involve the membership as a staff**
- ▶ **More education about gaming and gaming events**
- ▶ **More gamers doing “game things”**

POC Information

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