

Communications in the Information Age

In this program designed for high-performing individuals in information operations and related areas, you are presented the fundamentals of strategic communication, the cultures of the industries that utilize it, and the technologies for securing its infrastructure.

Leveraging from a variety of non-military perspectives presented from experts in the private sector and academia on topics from big data and the internet of things to understand and change behavior, you will return to your organization with industry best practices for immediate direct application.

Key objectives

- Learn best practices from subject matter experts from industry to gain an advantage in operations within the information environment
- Leverage cross-disciplinary participation through panel discussions and development of partnerships
- Develop broader perspectives on the discipline of information operations beyond US military doctrine
- Enhance leadership and teamwork skills in creating information operations/strategic communications operations frameworks
- Gain insights on best practices from leaders in the industry through classroom discussion and off-site facility tours

Session topics include:

- Strategic Thinking & Planning
- Messaging & Corporate Positioning
- Marketing/Branding
- Social Media
- Industrial Espionage
- Information Processing and Emotional Intelligence
- Leveraging Business Technology for Influence
- Strategic Threats
- Gaining the Narrative Advantage within the Information Environment
- Strategic Resourcing for Influence Operations

REGISTER TODAY

UPCOMING OFFERING

June 7-26, 2019

LOCATION

Research Triangle, NC

\$15,000

Includes tuition, lodging, and all meals

WHO SHOULD ATTEND?

High-performing O-3s and O-4s

ABOUT THE IDB

The IDB is a nonprofit research and education institute formed in 1997 by the University of North Carolina at Chapel Hill and the state of North Carolina. IDB provides custom executive education programs for all career levels from the military and government, non-governmental organizations, private sector, and international organizations. IDB features curriculum in logistics and technology, life cycle systems, information operations, leadership and organizational transformation, and strategic studies.



Program Format

The IDB IB2 seminar in Information Operations (IO) is a three-week educational and experiential learning opportunity to introduce O-3s and O-4s in IO and its sub-specialties to the best practices of their industry counterparts — including corporate, lobbying and public diplomacy, news and media, and cyber and electronic infrastructure.

Learning takes place in the classroom and through on-site visits with local companies and other institutions. The seminar is segmented into three modules:

1

Prepares students to transition from military terminology and lexicon to the private sector's "strategic communications" (SC). This module will define SC, deconstruct it into its component parts, and show its national security implications and relevance to IO.

2

Takes a deep dive into each of the four industry counterparts. This part of the seminar will be divided into paired days — one day of in-class academic/practitioner overviews followed by one day of benchmarking visits to representative organizations — for each segment.

3

A practical exercise to apply industry tools to discrete national security challenges the military is likely to face within the next decade. Working in groups, students will tackle a set of issues over two days before presenting recommendations to the plenary on the third day.

THE TEAM:

- **Amb. (Ret) David C. Litt**
Executive Director
- **Lara Lincoln**
Senior Program Associate
- **Christina Nadeau**
Program Associate

SPEAKERS FROM:

- Center for International Policy
- Indiana University
- Kenan-Flagler Business School
- Marine Corps University
- NC Home Builders Association
- University of North Carolina School of Media and Journalism (#1 in the Nation)

ON-SITE TOURS:

- Duke Hospital ITS
- First Citizens Bank
- French West Vaughan
- Lenovo
- North Carolina Legislature
- Public Media TV
- Red Hat
- WTVD
- WUNC-FM