

IVMG 2017

10 YEARS

of

COMMUNITY



INTERAGENCY VISUAL MEDIA GROUP

27 September 2017

11TH
ANNUAL

IC
MEDIA
EXCELLENCE
AWARDS

Mark your calendars now for the 11th annual IC Media Excellence (ICy) Awards, scheduled to be presented on March 22, 2018.

Watch your email in the coming weeks for more details about the competition and how you can be involved.

3.22.18

Happy Birthday, IVMG!

Welcome to the 2017 Interagency Visual Media Group (IVMG) Annual Meeting. This year marks the 10th time we've gathered as a group to network, share ideas, learn new ways of working, and get inspired!

When we look back on the past 10 years, it's amazing how the simple idea of having a community of practice for media professionals within the Intelligence and Defense Communities has transformed into an organization that now boasts almost 700 members from more than 20 different organizations. It's been particularly gratifying to see people from agencies like the FBI, the Department of Energy, the Marine Corp. Intelligence Activity — and others — learn about IVMG and ask to join. Getting the word out in a community that prides itself on secrets can be a challenge! But community is what we celebrate today.

Our theme for today's event is **10 Years of CommUNITY**. Everything we do today will revolve around that concept. We'll explore how far we've come as a community, and how much farther we can go. We'll tap into the expertise and best practices of those who work in industry to help us get there. We'll learn from the achievements of our colleagues in this incredibly diverse and talented community of visual media practitioners.

And we'll celebrate! After all, isn't that what birthdays are for?

Happy Birthday to you all!

A handwritten signature in black ink that reads "Marcy S. Quill". The signature is written in a cursive, flowing style.

Marcy S. Quill
Chairperson, Interagency Visual Media Group

AGENDA

7:00 – 8:30 a.m.

REGISTRATION AND NETWORKING EXPOSITION OPENS

8:30 – 8:50 a.m.

WELCOME

Opening Remarks:

Ed Mornston, Chief of Staff, National Geospatial-Intelligence Agency (NGA)

8:50 – 9:30 a.m.

KEYNOTE SPEECH: SCIENCE IS THE NEW START-UP

Nic DiPalma, Founder and CEO, SpacetimeLabs

9:30 – 9:40 a.m.

BREAK/NETWORKING/EXPOSITION

9:40 – 10:30 a.m.

SESSION 1: LEVERAGING THE IC COMMUNITY – Building Collaboration

Panelists from various agencies will discuss the progress made in collaboration across the IC since 9/11 and the challenges that still remain. With a special focus on media production, how easy is it for media shops across the community to collaborate on projects? Share ideas, best practices, and assets? What are the technical struggles — as well as the cultural and organizational challenges — preventing us from being a true “community,” and how can these challenges be overcome? You are welcome to compare experiences, ask questions, and share your ideas in this interactive session.

Panelists:

Steve Jackson, P.E., Ph.D.

*Deputy Director, Analytic Production and Design Center (ATC)
National Geospatial-Intelligence Agency (NGA)*

Elizabeth Milner

*Chief, Design and Engagement Branch
Defense Intelligence Agency (DIA)*

Chandra Osann

*Chief, Visual Analysis Branch, Presidential Support and Production Group
Office of the Director of National Intelligence (ODNI)*

Brittany R.

*Senior Interactive Producer
Federal Government*

Moderator:

Eleanor Kotler

*Lead Editor, Analytic Production and Design Center (ATC)
National Geospatial-Intelligence Agency (NGA)*

10:30 – 10:45 a.m.

BREAK/NETWORKING/EXPOSITION

10:45 – 11:30 a.m.

SESSION 2: CommUNITY OVER COMPETITION

Media professionals from various industry partners, commercial companies, and other non-governmental organizations discuss how they collaborate to build a stronger brand, a diverse workforce, and a professional community. Despite the inherent competition in the commercial marketplace, how do these organizations leverage partnerships to achieve more than they could ever do on their own? What tips can they share with the IC on how to strengthen our community of media professionals?

Panelists:

Jeff Antkowiak

*President and Chief Creative Officer
ADG Creative*

Andrea Brennen

*Senior Visualization Specialist
In-Q-Tel*

Craig Brower

*Vice President
Vricon*

Mitchell Marovitz, Ph.D.; APR; Fellow, PRSA

*Chair, Public Relations Program and Collegiate Professor
University of Maryland, University College (UMUC)*

Moderator:

Nache' S.

Chief, Multi-media Production Group/Design Center, Federal Government

11:30 – 12:30 p.m.

LUNCH/NETWORKING/EXPOSITION

12:30 – 1:45 p.m.

SESSION 3: A COMMUNITY OF STORYTELLERS: TradeBITS

Regardless of our specific job descriptions in our own organizations, the bottom line is that we're all storytellers. We use our media expertise to help communicate important intelligence stories to our audiences, whether they be policymakers, military decision-makers, mission partners, or our colleagues down the hall. In a session we've dubbed TradeBITS, media professionals from across the IC and industry will share professional insights, experiences, and tips in a series of TEDTalk-style presentations, focusing on innovative ways to tell a compelling story. See real world examples and get inspired!

Speakers:

Lee Andrese

*Vice President and Certified Usability Analyst, Aquent
PARs: Your Story, Community Value*

Bryant Chambers

*Webmaster, National Geospatial-Intelligence Agency (NGA)
Great Design Can Change Lives*

Thomas C.

*Cartographer, Federal Government
All Maps are Graphics, But Not All Graphics are Maps: The Importance of "Style" in Cartography*

Sarah Sta. Ana

*Photographer, Santa Ana Photography
Photographing Personal Stories*

Jason White

*Multimedia Specialist, Media Services Center, National Reconnaissance Office (NRO)
The Art of Storyboarding*

1:45 – 2:00 p.m.

BREAK/NETWORKING/EXPOSITION

2:00 – 3:00 p.m.

SESSION 4: A CommUNITY OF ICY WINNERS

Past ICy Award winners will share their work and the story behind their winning entries. They will also share tips on how to prepare ICy entries so that the judges take notice.

Panelists:

Matthew Bain (Multimedia)

National Geospatial-Intelligence Agency (NGA)

Ruby D. (Print Graphics)

Federal Government

Haik Naltchayan (Video Production)

National Reconnaissance Office (NRO)

Gary Ridley (Campaigns)

Defense Intelligence Agency (DIA)

Moderator:

Chip Hunter

National Reconnaissance Office (NRO)

3:00 – 3:15 p.m.

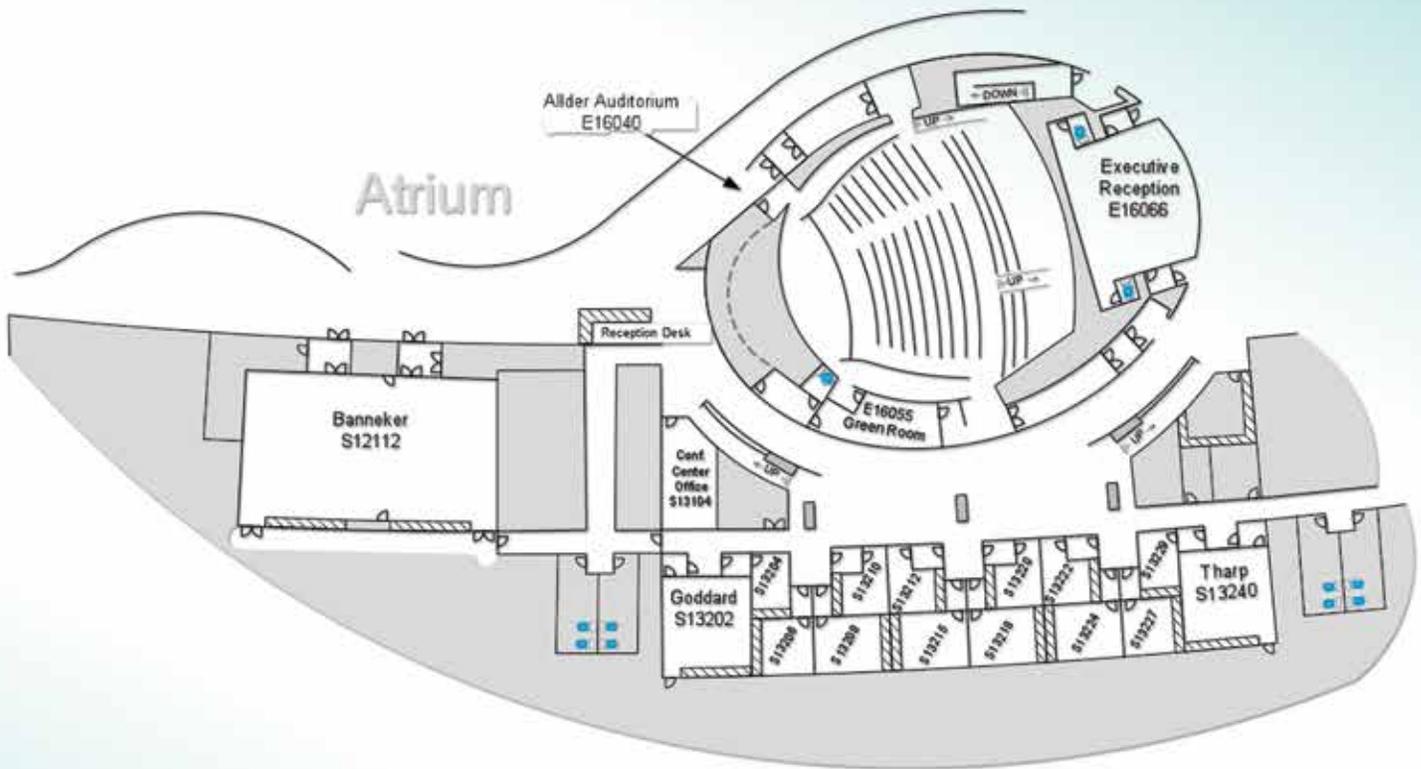
CLOSING REMARKS

3:15 – 4:30 p.m.

**IVMG 10TH ANNIVERSARY CELEBRATION
RECEPTION/NETWORKING/EXPOSITION**

The views expressed by individuals during panel sessions and presentations are those of the speakers and don't necessarily reflect the views of IVMG or its member organizations, nor do they constitute endorsement of any particular speaker's products or services.

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SpacetimeLabs™ | The creative agency for science.



Nic DiPalma

*Founder and CEO
SpacetimeLabs*

Nic DiPalma is the founder and CEO of SpacetimeLabs, a “creative agency” for science with a network of award-winning designers, producers, developers, and filmmakers serving the science and research community.

Nic has worked for 20 years in educational media, public television, communications, brand strategy, and experience design. He has developed and managed creative teams and projects for start-ups, global brands, non-profit foundations, and government agencies, including PBS, AOL, the Smithsonian Institute, the National Science Foundation, the Institute for Defense Analysis, the Science and Technology Policy Institute, American Veterans Center, and DARPA.

An entrepreneur since 2005, Nic and his colleagues have helped their clients explore and practice the principles of human-centered design and how to inspire a lasting creative culture for developing breakthrough ideas.

SELECTED SPEAKER BIOS



Lee Andrese

*Vice President and
Certified Usability Analyst
Aquent*

Currently Vice-President of Aquent's Federal Division, Lee Andrese began her career teaching in private and public sectors. She later joined the staffing industry to help professionals advance their capabilities and career options through coaching, training, and personal representation. Since then, Lee's roles have included sales, training and development, operations, and management.

Working with Aquent since 1999, Lee has led teams within the professional services, hi-tech, and government sectors. Along the way, she established many of Aquent's best practices for sales and sales management, customer service, and operations.

She has introduced User Experience (UX) teams and supported existing UX teams within Adobe, Scholastic, Showtime, Architectural Institute of America, and the New York Stock Exchange. During the 2014 CDC National Conference on Health Communication in Atlanta, Lee's mad storytelling skills led her team to being voted "the best TED Talk concept app" by 200 government communicators and designers.

As a certified usability analyst, former high school teacher, and published author, Lee makes learning how to tell your story a little easier and a lot more fun!



Jeff Antkowiak

*President and Chief Creative Officer
ADG Creative*

Jeff Antkowiak sees the world a little differently than most. And surprisingly, he cares very little about how people feel. He does, however, get totally pumped around the subject of understanding how they act... and react. "After all," he says, "how people act is the true test of how they really feel."

Confused? Jeff's job is to encourage an entire team of ultra-talented strategists, technologists, analysts, and visual communicators to create amazing things that drive people to action. Jeff believes that ADG's job is to create unforgettable experiences for the firm's clients – so that *their* clients become (and stay) radically loyal and connected. From Jeff's perspective, this is how success is measured.

By the way, despite what he says... we believe Jeff cares deeply about the way you feel. (Don't tell him we said so.)



Matthew Bain

*Advanced Visualization Specialist
National Geospatial-Intelligence
Agency*

Matthew received his Bachelor of Fine Arts and Master of Fine Arts degrees from the Ohio State University in music and 3-D computer animation. His thesis work, entitled, “Real Time Music Visualization: A Study in the Visual Extension of Music” is the foundation for his company, Live Music Visuals. Matthew’s visualization work has been exhibited in numerous performances including the Drums Downtown concert series, the OSU percussion ensemble concert, PASIC conference, and SIGGRAPH with a special performance and talk entitled, *See What You Feel: A Study in the Visual Extension of Music*. Matthew has also worked for DreamWorks Animation as a layout artist and contributed to movies like *Penguins of Madagascar 3*, and *Rise of the Guardians*. He also plays the trumpet, piano, and composes music in his spare time. You can learn more about his work at www.livemusicvisuals.com.



Andrea Brennen

*Senior Visualization Specialist
In-Q-Tel*

As In-Q-Tel’s Senior Visualization Specialist, Andrea Brennen is an artist, designer, and visualization researcher. She works to identify, adapt, and deliver emerging technologies at the intersection of visualization, analytics, and user experience design to the U.S. Intelligence Community. Prior to IQT, Andrea was a member of the technical research staff at MIT Lincoln Laboratory, where she led a team of developers designing and building software to help analysts make sense of multi-dimensional communication network datasets. She received a Master of Architecture degree in Architectural Design from MIT, and bachelor’s degrees in Mathematics and Studio Art from Grinnell College. Her work has been published and exhibited in a variety of technical and creative forums around the world.

SELECTED SPEAKER BIOS



Craig Brower

*Vice President
Vricon*

Craig Brower became the third employee of the Vricon Systems LLC in March 2015 and was a key contributor to the launch of the new U.S. startup in May 2015. Today, he serves as a focal point for customer relations, industry interaction, and business development for the Defense and Intelligence communities.

In 2000, Craig left government service to pursue a career in the commercial industry. He became the Director of Global Analysis at BAE Systems, where he held a key role in the standup of the Global Analysis organization. He managed a diverse staff of support and analytical specialists under contract to NGA, CIA, and DHS. In 2006, he became the National Sales Manager for DigitalGlobe's National Security Programs, where he focused on meeting the needs of the U.S. military, the Intelligence Community, and the defense contractor community to ensure quality remote sensing products and services were delivered in a timely manner. He was also responsible for selling a complete 3-D solution to support many international events like the Beijing, Vancouver, and London Olympics. Many of those products were also licensed by NBC Sports to support the Olympic broadcast. In 2011, Craig became the NGA Account Manager for the National Security Sector (formerly ISR Group) at SAIC, where he managed a portfolio of \$300M annually. In 2013, he returned to BAE Systems as their NGA Account Manager, where he oversaw a portfolio valued at \$500M annually.

Bryant Chambers

*Webmaster
National Geospatial-Intelligence Agency*

Bryant Chambers is a family man, former military officer, and Fortune 500 business leader. Bryant now owns BC Online Ventures, a holding company for his online education and media businesses. Bryant's online education business helps leaders take command of their lives. His media company helps other businesses better serve their clients and communities using social media marketing.



Chip Hunter

*Web Content Manager,
Media Services Center
National Reconnaissance Office*

Chip Hunter is currently serving as Web Content Manager for the NRO Media Services Center. He is also an Emmy/ICy/Telly/Addy Award winning writer/producer/director who previously worked for ABC, NBC, WB, and PBS network affiliates as well as the National Geographic Channel. He is a charter member of the committees that originated the Interagency Visual Media Group (IVMG), as well as the IC Media Excellence (ICy) Awards. Chip has been recognized with two ICy Awards and nine finalist certificates. He documents his frequent travels at www.chiptracks.net.



Eleanor Kotler

Lead Editor, Analytic and Production Design Center, National Geospatial-Intelligence Agency

Eleanor “EK” Kotler is an Editor Team Lead for NGA, where she has served since 2004, exposing her to GEOINT products for 13 years. Previously, she was a Technical Recruiter for BAE Systems, Snyder Communications, and other companies for almost 10 years. She earned her bachelor’s degree in English from American University.



Mitchell Marovitz, Ph.D. APR; Fellow, PRSA

Chair, Public Relations Program and Collegiate Professor University of Maryland University College

Dr. Mitchell E. Marovitz is a collegiate professor and chair of the Public Relations program at the Graduate School of the University of Maryland University College. He is also chair of the Public Relations Society of America’s Mid-Atlantic District and Vice-chair of the Universal Accreditation Board. He was elected to the Public Relations Society of America’s College of Fellows and the National Capital Public Relations Hall of Fame in 2016.

Dr. Marovitz led strategic communications teams in support of Intelligence Community and Department of Defense clients while at Booz Allen Hamilton, Inc. from 2004-2012. In 2004, as an independent consultant, he was the primary author of the public affairs plan supporting the release of the Army Inspector General’s Report on Detainee Operations in Afghanistan and Iraq, which was conducted as a result of the Abu Ghraib prison scandal. During 2002-2003, Dr. Marovitz was the Director of Entertainment for the USO, Inc., where he oversaw celebrity recruitment and the production of celebrity tours for our troops. He revitalized celebrity visits to U.S. posts and bases and brought the first celebrity tour to Iraq after the second Gulf War in 2003. Dr. Marovitz retired from the Army in 2002 as a colonel after serving 30 years in a variety of public affairs positions including Public Affairs Officer, 5th Signal Command; Chief, Army Public Affairs-Los Angeles Branch; and Director, Media Operations, American Forces Information Service. He also served as the commander of American Forces Radio and Television Service networks in Central America and Europe as well as the Commander/Publisher, European Stars and Stripes.



Elizabeth Milner

*Chief, Design and Engagement Branch
Defense Intelligence Agency*

Elizabeth Milner is Chief of Design for the Defense Intelligence Agency's (DIA) Design and Dissemination Division. Her portfolio includes static and interactive visualization of DIA's finished intelligence; design of DIA's website, the Source; and communications and marketing for the Directorate of Analysis. Elizabeth was formerly a journalist and newspaper designer before she joined federal service. She has a special interest in the application of visual storytelling to the Intelligence Community's presentation of intelligence. She lives with her husband and two sons in Mariottsville, Maryland.

Ed Mornston

*Chief of Staff
National Geospatial-Intelligence Agency*

As the National Geospatial-Intelligence Agency's (NGA) Chief of Staff, Ed Mornston is a member of NGA's executive leadership team and its third ranking officer responsible for daily agency operations. He oversees the agency's executive support staff, administrative services, logistics, personnel security, human resources, employee training and development, corporate communications, and congressional engagement.

Prior to becoming Chief of Staff, Mr. Mornston held several other roles within NGA, including Director of Human Development, and Director of NGA-Denver at the Aerospace Data Facility-Colorado. He also served as the Deputy Director and then Director of the Joint Intelligence Task Force-Combatting Terrorism, a Joint Duty assignment with the Defense Intelligence Agency. During Operation ENDURING FREEDOM, Mr. Mornston served as NGA's Senior Executive representative, supporting NGA partners and their combat operations.

Prior to his government civilian service, Mr. Mornston was an Associate with Booz Allen Hamilton. He also served 23 years in the U.S. Army — both in the enlisted ranks and as an infantry officer. He is a graduate of the U.S. Military Academy, the School of Advanced Military Studies at Fort Leavenworth, Kansas, and George Washington University.



Haik Naltchayan

*Video Producer,
Media Services Center
National Reconnaissance Office*

Haik Naltchayan is currently the video team lead for the Media Services Center (MSC) at the National Reconnaissance Office. He joined MSC in 1997 and has worked as a camera operator, audio editor, music composer, and video editor. Haik has won 10 ICy awards, including three for Peoples' Choice.



Gary Ridley

*Design Lead, Directorate of
Analysis/Design, Marketing,
and Communications Branch
Defense Intelligence Agency*

As a design lead at the Defense Intelligence Agency (DIA), Gary Ridley is responsible for providing art direction, design, and oversight to all major Directorate of Analysis campaigns, programs, initiatives, and workforce communications. Notable assignments include multimedia production and design support for DIA's Senior Leader Summits for Iran and Africa; art direction for the redesign of DIA's website for finished intelligence, the Source; and brand development and design support to IC Pride, the Intelligence Community's LGBTQA affinity group.

Prior to joining DIA, Gary was the founder and creative director of Smarteam Communications, Inc., an award-winning strategic marketing communications firm serving a range of clients in the healthcare, education, financial services, technology, and government sectors.

Gary is a graduate of the University of Georgia, Athens, and lives in downtown Washington, D.C.

SELECTED SPEAKER BIOS



Sarah Sta. Ana

*Photographer
Santa Ana Photography*

Sarah Sta. Ana studied photography at Eastern Michigan University and abroad at the University of Derby in England. She completed her studies at The Art Institute of Pittsburgh, where she earned her Bachelor of Science degree and graduated with honors while focusing on Documentary Photography.

After completing her education, Sarah went on to work primarily with non-profits on a freelance basis. Her work was used in publications, for fundraising opportunities, and in general marketing and promotion for organizations such as Casa Hogar Santa Julia (a girls home in San Miguel, Mexico), Dress for Success Pittsburgh, Gilda Club Western Pennsylvania, Parental Stress Center of Pittsburgh, and The Lorton Arts Center of Lorton, Virginia.

In addition to her freelance work, Sarah has also worked as a photographic studio manager, a director of visual arts, and more recently opened her own photographic studio, offering documentary work on a more intimate level to families within the Washington, D.C. region.



Jason White

*Multimedia Specialist,
Media Services Center
National Reconnaissance Office*

Jason is a Multimedia Specialist with the NRO Media Services Center (MSC), where he focuses on motion graphics and effects. He joined MSC in February 2016, following a seven-year tenure with Modern Technology Solutions, Inc., where he supported multiple Department of Defense clients as a designer and consultant. He also served as Artist Lead for the Unmanned Air Systems (UAS) Roadmap under the Office of the Secretary of Defense. Jason earned his bachelor's degree in Art Studio from George Mason University in 2000, and began his career working in Architecture for Pinnacle Design and Consulting as a graphic designer, creating brochures and illustrations. As a graphic designer, he is experienced in traditional media and digital artwork, including illustration, painting, layout design, 3-D modeling and animation, web design, and video editing. As a freelance artist, Jason has developed logo graphics for various small businesses in Virginia. His hobbies include storyboard art for publishing, music production, action choreography for film, and photography.

ADG Creative

Kristen Brooks
443-285-0008
kbrooks@adgcreative.net

ADG is an innovation and ideas company. We use strategy, design, and technology to transform the way our clients engage and persuade audiences. We work together to change the way people think and act. We invest in one another. Ideate, innovate, and communicate fearlessly. Create transformative experiences. Overcome every challenge. Tell amazing stories. Fuel a spirit of curiosity and exploration. We love design, think strategy, and embrace technology to deliver unforgettable products and services for our clients. ADG is a strategic partner for clients in Government, Academia, Industry, and the Intelligence Community, providing strategic communications, concept & design thinking, engineering, data visualization, cultural anthropology, mobile design & development, UX, environmental design and immersive learning & gaming. For more information, visit www.adgcreative.net.

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408-828-4456
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Rony Ledany
202-642-6277
rony@terrapixel.com

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A photograph of a young boy in a superhero costume, including a mask and a cape, running through a field of tall grass. He has his right arm raised and a joyful expression. The background is a soft-focus field of grass under a bright sky.

NOT A FOLLOWER

Our name stands for the pioneering spirit that informs all we do. We're innovators in the creative industry and have solved digital, marketing, and staffing problems for the world's largest organizations.

We provide an integrated approach including our unique vision and suite of solutions customized to your needs. Aquent is built on a proven history of getting organizations like yours out in front of the crowd.

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Craig Brower
703-283-4588
craig.brower@vricon.com



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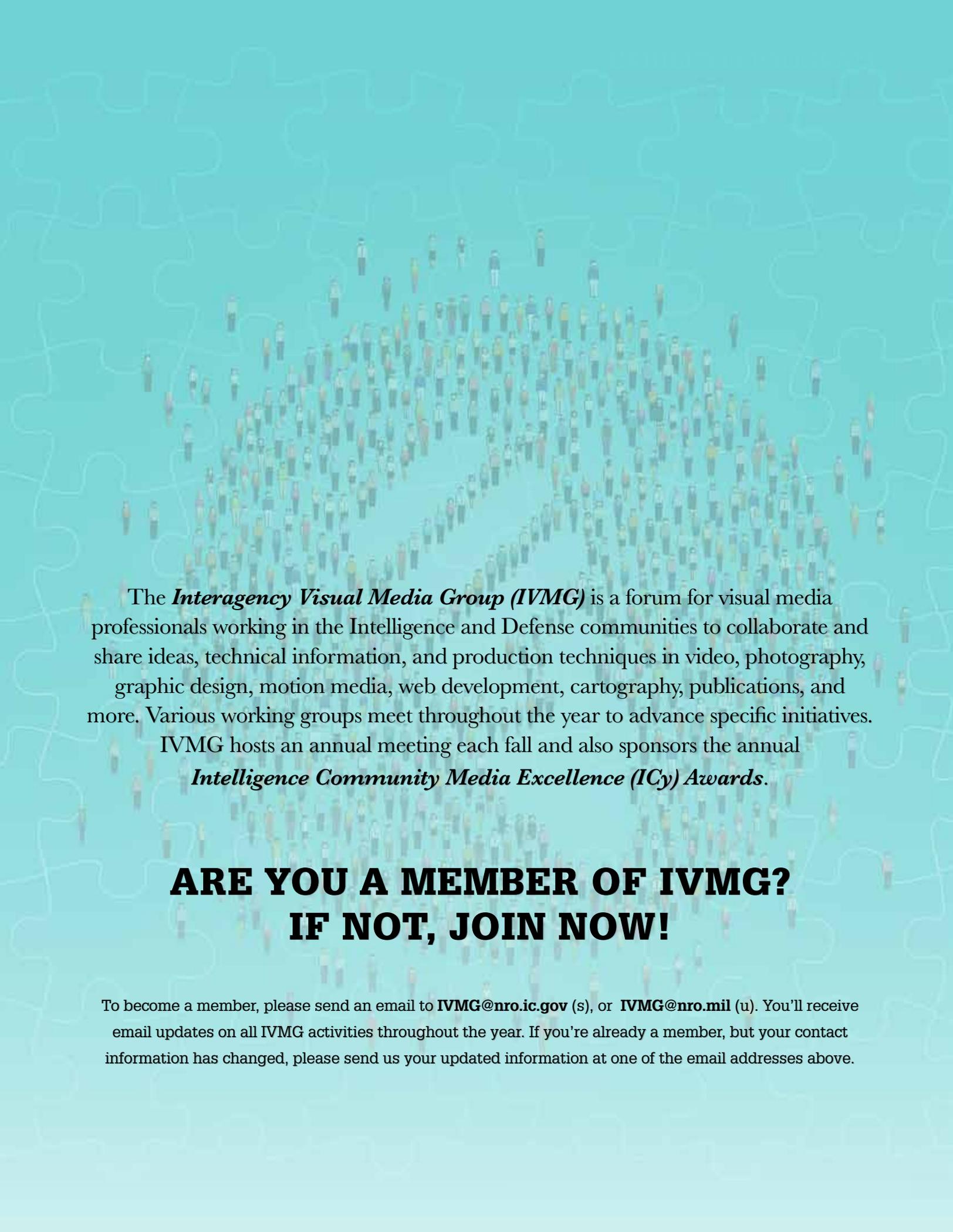
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The *Interagency Visual Media Group (IVMG)* is a forum for visual media professionals working in the Intelligence and Defense communities to collaborate and share ideas, technical information, and production techniques in video, photography, graphic design, motion media, web development, cartography, publications, and more. Various working groups meet throughout the year to advance specific initiatives. IVMG hosts an annual meeting each fall and also sponsors the annual *Intelligence Community Media Excellence (ICy) Awards*.

ARE YOU A MEMBER OF IVMG? IF NOT, JOIN NOW!

To become a member, please send an email to IVMG@nro.ic.gov (s), or IVMG@nro.mil (u). You'll receive email updates on all IVMG activities throughout the year. If you're already a member, but your contact information has changed, please send us your updated information at one of the email addresses above.



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NATIONAL CONFERENCE SERVICES, INC.

5565 Sterrett Place, Suite 200
Columbia, MD 21044
888.603.8899 | www.NCSI.com