

MEMORANDUM OF INSTRUCTION

From: BLUF Agency
Subject: Military Marketing Training
Date: 5 June 2025



Purpose

This Memorandum of Instruction (MOI) is issued to provide guidance and information to potential attendees of the Military Marketing Training for the Army National Guard. The training is hosted by BLUF Agency and will be held at our offices at 505 N Angier Ave NE, Atlanta, GA 30308.

Overview

This training is tailored for Recruiting and Retention Battalion Leadership and Marketing staff and focuses on enhancing the skills and knowledge of Army National Guard personnel by providing best practices on marketing and recruiting-related topics. Whether you lead marketing strategy or oversee recruiting operations, this training offers working sessions, tools, and insights to support your mission.

Dates

Training will be held July 29 - 31. Recommended travel dates are July 28th and August 1st.

Agenda

BLUF Agency staff will be available for one-on-one meetings on Monday and Friday. Please schedule meeting times in advance if possible.

- Day 1 (Tuesday, July 29)
 - Recruiting Location Management
 - Market Research and Analytics
- Day 2 (Wednesday, July 30)
 - Precision Marketing and Recruiting
 - High School Entry Vehicles (partner-led session)
 - Social Event: Afternoon networking/social event (details TBD)
- Day 3 (Thursday, July 31)
 - Recruiter Tools
 - Marketing Plan Workshop (optional session for Marketing staff)

Accommodation and Travel

Attendees are responsible for their travel and accommodation arrangements. The closest airport is Hartsfield-Jackson Atlanta International Airport. BLUF Agency will provide a list of recommended hotels near the training location that offer government rates to registered attendees.

Required Materials

Participants should bring a laptop or tablet for interactive sessions. All other training materials will be provided.

Registration

The registration fee is \$500 per State*. Register online at <https://links.blufagency.com/registration> or email support@blufagency.com.

*Registration fee is waived for States with an active annual contract with BLUF Agency. Contact POC below or your Account Director for more details.

Point of Contact

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