

Department of Defense Acquisition Reform

PROJECT Training & Communications Programs

PROBLEM In 1994, new regulations in the Federal Acquisition Streamlining Act (FASA) began to modernize and standardize the way the government buys goods and services. The challenge was to train and inform not only the government's acquisition professionals, but also the companies that sell to the Federal Government.

SOLUTION For more than 10 years, Nine Yards Media supported the Acquisition Reform effort by producing training and communications programs and products that introduced changes in government acquisition. These products included live satellite broadcasts featuring Secretaries of Defense and high-ranking DoD officials. Theatrical videos introduced complex purchasing concepts while engaging the workforce with entertaining, identifiable scenarios. Nine Yards Media paired creative storytelling with comprehensive subject-matter understanding to keep the training fresh and effective for more than a decade through more than 60 different programs.

Nine Yards Media worked with the government to tailor each training or informational program to the initiative's unique audience. Products ranged from interactive training CDs and DVDs to web portals, training guides and live events at the Pentagon. Some government or department-wide programs required national media exposure while others required in-depth understanding by a specific subset of DoD acquisition personnel. Nine Yards Media designed the customized plan for training, informational programming and publicity/event management to ensure high levels of participation and exposure.

COMPONENTS Strategic Communications, Training, Video, Broadcasts, Web, Print, Email Campaign, Event Planning & Support, PR, CD, Interactive TV, Webcasting

