

Summary Report for Individual Task  
805B-79T-3204  
Conduct a Marketing Display  
Status: Approved

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**Distribution Restriction:** Approved for public release; distribution is unlimited.

**Destruction Notice:** None

**Foreign Disclosure: FD1** - The materials contained in this course have been reviewed by the course developers in coordination with the RRS, Fort Jackson foreign disclosure authority. This course is releasable to students from all requesting foreign countries without restrictions.

**Condition:** You have scheduled an event to promote the features and benefits of the ARNG. You have full access to Reference materials, promotional items, necessary equipment, leadership guidance, and all additional direction for the event. Standard MOPP 4 conditions do not exist for this task. See the MOPP 4 statement for specific conditions.

**Standard:** Conduct a marketing display that achieves designed mission objectives.

**Special Condition:** None

**Safety Risk:** Low

**MOPP 4:** N/A

<b>Task Statements</b>
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**Cue:** None

<b>DANGER</b>
None

<b>WARNING</b>
None

<b>CAUTION</b>
None

**Remarks:** None

**Notes:** None

## Performance Steps

1. Analyze the target market of the marketing display.
  - a. Determine the target market for a marketing display.
  - b. Recruiting.
  - c. Retention/attrition management.
  - d. Determine what resources are needed.
  - e. Project size of the target market.
2. Identify the strength maintenance marketing resources available to the RRNCO.
  - a. Consult with marketing NCO to determine marketing resources available.
    - (1) Table top displays.
    - (2) Display boards.
    - (3) Relevant RPI's.
    - (4) APPLE MD forms.
    - (5) RRC marketing asset(s) (Hummer, Rock wall, RV, etc.).
    - (6) Business cards.
  - b. Coordinate date required materials will be utilized (IAW State SOP).
3. Develop a plan to reach target market.
  - a. Determine the display objective (leads, COIs, community service, branding, etc.).
  - b. Determine the resource quantity.
  - c. Ensure advance preparation has been made with the venue POC.
  - d. Submit any resource request through the appropriate chain of command.
4. Present the strength maintenance display.
  - a. Gather coordinated marketing resources.
  - b. Set up all necessary marketing display items and materials.
  - c. Ensure sufficient support materials are on hand.
  - d. Employ face-to-face prospecting techniques.

5. Conduct follow-up activities.
  - a. Remove any excess marketing resources after event is completed.
  - b. Complete an AAR and forward to appropriate channels.
  - c. Follow up with event POC.
  - d. Record lead and referral information into Recruiter Zone.

(Asterisks indicates a leader performance step.)

**Evaluation Guidance:** Score "GO" if Soldier correctly performs all performance measures. Score "NO GO" if Soldier incorrectly performs one or more performance measure. Provide on-the-spot correction should the Soldier experience minor difficulty. Consider directing self-study or on-the-job-training for Soldiers who experience major difficulties in task performance.

**Evaluation Preparation:** This task may be evaluated by two methods; a. Self Evaluation. Perform the task on the job using the materials listed in the Conditions Statement. Evaluate yourself, using the performance measures, graded IAW the Evaluation Guidance section. b. Supervisor's Evaluation. Ensure that the Soldier(s) have the material shown in the Condition Statement to accomplish the task. When you feel they are able, have them perform the task on the job. Grade them using the Performance Measures, in accordance with the Evaluation Guidance section.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Analyzed the target market for the strength maintenance display.			
a. Determined the target market for a strength maintenance display.			
b. Recruiting/retention/attrition management.			
c. Determined what resources will be needed.			
d. Projected size of the target market.			
e. Evaluated unit retention environment.			
2. Identified the marketing resources available to the RRNCO.			
a. Consulted with marketing NCO to determine marketing resources available.			
(1) Table top display.			
(2) Display boards.			
(3) Relevant RPI's.			
(4) APPLE MD forms.			
(5) RRC marketing gov.			
(6) Business cards.			
b. Coordinated the date of required materials that will be utilized.			
3. Developed a plan to reach target market.			
a. Determined the objective display.			
b. Determined the resource quantity.			
c. Ensured advance preparation has been made with the venue POC.			
d. Submitted any request through the appropriate chain of command.			
4. Presented the strength maintenance display.			
a. Gathered coordinated marketing resources.			
b. Set up all necessary marketing display items and materials.			
c. Ensured sufficient support materials are on hand.			
d. Employed face-to-face prospecting techniques.			
5. Conducted Follow-up Activities.			
a. Removed any excess marketing resources after event is completed.			
b. Completed an AAR and forwarded to appropriate channels.			
c. Followed up with event POC.			
d. Recorded lead and referral information into Recruiter Zone.			

**Supporting Reference(s):**

Step Number	Reference ID	Reference Name	Required	Primary
	NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No

**Environment:** Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

**Safety:** In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination.

**Prerequisite Individual Tasks :** None

**Supporting Individual Tasks :** None

**Supported Individual Tasks :** None

**Supported Collective Tasks :** None

**ICTL Data :**

ICTL Title	Personnel Type	MOS Data
79T-ARNG Recruiting and Retention-SL3	Enlisted	MOS: 79T, Skill Level: SL3, ASI: V7, Duty Pos: REA, SQI: 4