

# We have changed name but not the message.

In March of 2018 VA Central Office, with guidance of OGC, rebranded the StorytellersX program. Rebranding to name the program VetTalkX (pronounced vet-talks) better aligns with the Veterans Experience Office program goals, is better received from a marketing analysis standpoint, designed to promote this ongoing and popular program, and strongly represents the characteristics of the platform and intent of the events.

Other than the new name, the VetTalkX program has not changed. The intent of VetTalkX is still to provide Veterans a platform to humanize their experiences and accomplishments, often while overcoming challenges, to show Americans that Veterans are in fact civic assets. There will still be broad flexibility in executing events while using the same tools, guidelines, approaches and methods.

So new and improved? **Yes!!!** ...And to quote Jake Leinenkugel, VA's White House Senior Advisor, he hopes with the rebranding that the program goes "viral". In fact the goal is to do 25% more VetTalkX over the next 12 months and hit over 30,000 live streams and views.

