



## CONFERENCE PLANNING AND EVENT MANAGEMENT

### *Taking Strategic Communications Efforts to New Heights*

Events can effectively transform initiatives by ensuring a well-rounded communications approach that *humanizes* initiatives, allows attendees *immediate, in-person* access to key players and facilitates critical *two-way* dialogue to creatively address a variety of business objectives and challenges.

Hosting an event – especially one that is cost effective, creative, organized, well run, memorable and meaningful – involves many intricacies that require professional expertise. Many organizations, particularly within the public sector, are faced with stringent ethical, fiscal and legal rules, regulations and standards with regard to conference planning that underline the need for experienced professionals to ensure proper planning, execution and compliance.

Regardless of the intended purpose, format, size or target audience, **DAI** can help your organization successfully plan and execute

the entire experience from branding, concept development, logistics and coordination to implementation and post-event evaluation, while also ensuring the best value, accomplishment of strategic objectives and a genuinely memorable experience for your attendees. For over a decade, we have designed and implemented countless conferences and events for clients, including:

- **Civilian Personnel Management Service**
- **Department of Housing and Urban Development**
- **Department of Justice**
- **Internal Revenue Service**
- **Office of the Secretary of Defense**
- **Office of the Under Secretary of Defense for Intelligence**
- **Program Executive Office, National Security Personnel System**

*Count on us to put our full spectrum of conference planning and event management services and resources, unique experiences and best practices to work for your organization.*



## THE **DAI** SOLUTION

Our reliable and customizable three-pronged approach to conference planning and event management results in multi-faceted experiences that deliver results. We can execute some or all of the key activities within each phase, to include:

### Phase 1: P L A N

- ✓ **Develop Plan:** desired format, dates, budget, venue, facility contract negotiation and security coordination procedures and deadlines
- ✓ **Ensure Informative Programming:** program/agenda development, speaker selection, travel and venue arrangements
- ✓ **Develop and Distribute Marketing and Promotional Materials:** promotion plan, conference/meeting identity, event web site
- ✓ **Set Up Advance Registration:** registration procedures, registration and payment processing, name badge and tent card creation
- ✓ **Manage Facility:** meeting and break out room set up, onsite services and equipment coordination, parking, transportation and catering arrangements
- ✓ **Coordinate with Exhibitor:** exhibitor information, exhibit floor plans, booth space assignments
- ✓ **Assign Staff:** staff requirements and scheduling, training

### Phase 2: I M P L E M E N T

- ✓ **Manage Facility:** room/booth set up, catering, security and facility procedures
- ✓ **Manage Onsite Check-in and Registration:** VIP greeting and amenities, special requests, message center, security and facility services coordination

### Phase 3: R E P O R T R E S U L T S

- ✓ **Conduct After Action Review and Post-Event Evaluation:** post-event attendee survey development, distribution and results compilation, summary report generation
- ✓ **Review and Close Out Vendor Contracts:** invoice review, closing financial report generation, meeting minutes/summary preparation
- ✓ **Develop and Deliver Communications:** follow-on correspondence development, including meeting summary

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Let us know how we can help you prepare for your next event or series of events – *large or small*. Please contact us directly at 703.838.0093, ext. 206. For more information about our services and capabilities, please visit our website.