




YOUR PARTNER IN EXCELLENCE

EVENT MANAGEMENT

teamPSA



“... We are well aware that many of our requests had very short deadlines, and we are appreciative that PSA met every one of them without exception...”

Charles Woodson, Acting Chief, HCH, BPHC, HRSA



EVENT MANAGEMENT

At Team PSA, we don't judge an event's success by asking whether it ran smoothly—we meticulously plan for and expect the precise execution of every detail. We evaluate our success based on whether an event had both short-and long-term impact.

Were the clients' goals accomplished? Did the event meet critical objectives? Our events are planned with results in mind. As we initiate planning, we educate ourselves about the client's mission and challenges. Team PSA professionals learn, analyze and plan, and then produce tailored events and materials based on specific, client-driven outcomes. Clearly identifying the desired goals from the start allows us to use all event tools including site selection, customized databases, online communication and conference materials to their best advantage. Through post-event analyses, Team PSA evaluates and quantifies the results so that clients can build their knowledge base of successful tactics for use in future events.

This dedication to ensuring our clients receive the best service and the best results is why Team PSA is a recognized leader in the industry. We have managed more than 400 events annually, ranging in size from five to 7,000 participants. Our longevity in the event communications and logistics management field is a testament to our ability to learn and adapt, and to stay on the cutting edge of the tools we need to produce quality results for our clients. With nearly 20 years of planning, producing and managing national and international conferences, meetings and peer review panels of all sizes, Team PSA has established itself as a premier event communication and management company.

Our experience includes managing major public events, with large crowds, as well as VIP events that require expertise in handling high-profile security issues, or special services such as fireworks displays or transportation alternatives. We are also highly attuned to participants with special needs. Team PSA professionals ensure all conference materials, activities and programs are equally accessible to every participant and attendee.

The types of events Team PSA manages range from public health conferences, peer reviews and annual meetings to national tributes, public festivals, and commemorations including the Department of Defense tribute to World War II veterans—an event that attracted 6,000 participants and nearly 1,000 veterans.

TEAM PSA PRODUCES EVENTS TO REMEMBER, EVENTS WITH IMPACT, EVENTS THAT MAKE A DIFFERENCE IN ADVANCING SCIENCE, SOCIAL MARKETING, HUMAN SERVICES, AND HISTORY APPRECIATION.

EXPERIENCED, KNOWLEDGEABLE STAFF



Team PSA's key management team has worked together for more than 14 years and shares an unparalleled level of combined knowledge and experience. As a result, they know what works and what doesn't. Our professionals draw from an extensive, in-house library of Standard Operating Procedures for each event. These best practices include the latest information technology and process improvements in project planning, cost analysis and scheduling. We continually compare and improve our methodologies by listening to you.

NEGOTIATING POWER



Team PSA partners with a variety of specialized companies. Our ongoing relationships with these vendors and subcontractors, built over two decades, allow us to offer clients the most competitive pricing packages for items like travel, audiovisual equipment, information technology solutions and VIP services. Team PSA is known industrywide as a fair and successful firm, and we count almost two dozen vendors and numerous teaming partners as part of our seamless service offering.

CUSTOMIZED TECHNOLOGY



Whether we are managing a major event, or supporting a complicated peer review, Team PSA applies technology to enhance every aspect of communication, management and logistics planning. When existing software falls short, Team PSA's technical experts create custom tools that enhance applications based on specific needs. Through computer technology and the use of the Internet, we have automated or eliminated a host of time-consuming or repetitive tasks from event registration and materials distribution to tracking grant applications receipts and task ordering. Team PSA professionals always look for new ways to apply technology because they know that each task that can be automated, eliminated or improved represents cost savings to our clients.

Team PSA conceptualized, developed, tested and implemented its own Automated Task Order Management System (ATOMS), a patent pending, software platform that can be customized depending on the task. The ATOMS has streamlined numerous project management, conference and travel support functions. The system's management module enables Team PSA and our clients to map and track task orders and timelines, and it includes fail-safe mechanisms to stay on deadline. Its interactive Web tools allow conference participants and attendees to register travel preferences online, confirm daily event schedules, check any changes, and download conference materials. Additionally, in the ATOMS, functions such as task order and proposal entry, service performance and budget monitoring, order processing, event registration, online help operations, and task-performance survey options are all automated for you.

First impressions count. Long registration lines and a cumbersome process can immediately set a negative tone and can affect enthusiasm for an event. Team PSA makes sure your participants and attendees are met by friendly professionals and an organized registration process from the moment they arrive on site. Team PSA's automatic check-in procedures eliminate tedious registration delays. Each registrant's acceptance notice includes a bar code, which is scanned upon arrival, and allows for immediate access to the materials and information registrants need, including name badges, personalized conference details such as schedules and assignments for breakout sessions, workshops or special information about off-site activities.

IN-HOUSE COMMUNICATION AND DESIGN



As a full-service company, Team PSA clients also have access to our expert science and technical writers and editors, as well as our in-house graphic design studio and print shop. We interview, script and survey subject-matter experts to ensure the accuracy of facts, messages and scientific presentations conveyed in all Team PSA-produced targeted communication vehicles. These include print, video and research products, speeches and other formats. Team PSA can help you develop, design and print all of your conference materials.

Regardless of the size of your conference or event, our professionals will help you determine what communication tools you need and what your conference materials should say. Team PSA helps clients develop materials ranging from badges and signage to marketing campaigns, conference brochures and summary statements. In-house capabilities make it possible for your materials to be written, developed and printed on time—despite last minute changes or tight deadlines.

PSA clients have access to a full menu of event management services, including, but not limited to:

- Venue option identification and selection based on the client's specific needs
- Price negotiations for all conference services, including hotels
- Teleconferencing and audiovisual services
- Advance and onsite conference participant registration
- Online conference communication materials, tracking of daily conference schedules, and meeting and room changes
- Preparation, compilation and advance distribution of materials to conference attendees
- Preparation and compilation of conference packet materials to be distributed
- A full array of editorial services including writing, editing, graphic design, printing and production of all collateral materials
- Automatic check-in through bar-code registration
- A secure, sophisticated database of conference attendees and their areas of expertise, demographics and travel preferences
- Mailing list development for distribution of information and materials to conference attendees
- Post-conference evaluation reports

TEAM PSA MANAGES YOUR COMPLEX CONFERENCE ASSIGNMENTS

Team PSA provided all logistical and travel support for the Ryan White CARE Act All-Grantee Meetings (AGM) in 2000, 2002, and 2004. The complexity and tasks were similar for each conference, and participant registration ranged from 1,660 to 2,200. Each AGM included daily plenary sessions plus seven concurrent workshop sessions, consisting of 15 workshops and 8 roundtable discussions. As part of the support services, Team PSA designed an Access database to coordinate breakout session content and logistical data, including session descriptions for the conference Program Book. The results of the 2004 conference evaluation showed that an astounding 94 percent of the respondents said the “onsite staff support was helpful.” But Team PSA takes the most pride in the fact that the 2004 AGM was budgeted for an estimated 1,700 participants, yet, when 2,389 participants attended, Team PSA brought this enormous task to completion within the original budget estimates. This was due in large part to our ability to secure additional funds via exhibitors and sponsorships.

Team PSA's skill in handling national events was also critical to the success of the World War II 60th Anniversary Commemoration Event on the National Mall in Washington, D.C. Team PSA organized all media, advertising and logistics for this Labor Day weekend event, which attracted 7,000 people. Coordinating with C-SPAN and all of the military branches, Team PSA managed the fireworks display, staging and VIP services for participating dignitaries, including Department of Defense Secretary Donald Rumsfeld and Secretary of Veterans Affairs James Nicholson.

PSA is one of the premier woman- and Hispanic-owned small businesses in the nation with headquarters in Reston, VA, in suburban Washington, D.C., and a fully staffed satellite office in Atlanta, GA.

TALK TO US AND LET US SERVE YOU.

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