

# Statement of Capabilities



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CLIENT TESTIMONIALS AND "AN EVENT IN A MINUTE" VIDEO.

## OVERVIEW

### SIDEM is:

- A full-service event planning, communication and production company designed to offer clients a comprehensive, creative and customized solution to all their event needs – including in-person events, virtual meetings, webinars and webcasts, trade fairs, grant reviews, focus groups, and e-learning solutions.
- An experienced and flexible partner able to provide a broad range of support and specialized services, including administrative and program support and technical writing and editing.
- An 8(a) certified, woman-owned small business.
- On GSA Schedule 541, CLIN 4D (Conference, Events and Tradeshow Planning Services – Contract No. GS-07F-424AA).
- Rated in the top 5% of providers nationwide by Dun & Bradstreet's and has consistently earned the highest ratings across quality, performance and customer service from and on its CPARS evaluations.

SIDEM has planned and produced in-person, hybrid, and virtual events, trade shows, team building and networking activities, training sessions, public meetings, roundtable discussions and focus groups, town halls, brand launches, fashion shows, board meetings, grant reviews and award ceremonies for leading corporations, the federal government, and non-profit organizations. Beyond this foundation, SIDEM has also provided broad program support services to various government agencies.

SIDEM's government clients include the U.S. Departments of Health and Human Services, Defense, Justice, Labor, Interior, Commerce, Transportation, Housing and Urban Development, Energy, and the Treasury, the

Environmental Protection Agency, the Federal Trade Commission, the Federal Emergency Management Agency, the U.S. Securities and Exchange Commission, the U.S. Agency for International Development, and the Naval Postgraduate School.

## SERVICES

- **Virtual Events** – Assess various platforms and software to meet specific objectives; recommend optimal virtual solutions tailored to specific virtual event needs; construct the virtual environment to showcase the client, further the program’s goals and engage the attendees in the virtual realm; provide comprehensive support for all live and pre-recorded sessions or webinars, including, but not limited to: developing speaker, exhibitor and attendee user guides, running speaker rehearsals, facilitating sessions, providing closed captioning, and providing live technical support; setup virtual trade fairs and poster sessions and assist exhibitors with designing and staffing their virtual booths; staff virtual help desk in the virtual environment. SIDEM has provided support for virtual events and activities since its inception in 2006. These virtual events include webinars, roundtables discussions, listening sessions, exhibit halls, board meetings, workshops, poster presentations, public and invitation-only meetings, and more. To achieve the goals of the various virtual events, SIDEM has utilized numerous platforms, including Webex Meetings and Webex Events, GoToMeeting and GoToWebinar, Zoom Meetings and Zoom Webinars, Microsoft Teams and Teams Live Events, 6Connex, Issuer Direct, Brandlive, Socio, Cadence, Google Meet, Hopin, Vimeo, and custom-built solutions. For more comprehensive virtual production work, SIDEM’s producers have used software such as vMix, OBS Studio, and Ecamm Live, and utilized virtual production studios including StreamYard, Restream, and Greenroom. Some examples of features utilized during these virtual events include: audio/video presentations (live and pre-recorded), attendee polling, CE credit tracking and issuance of CE certificates, surveys, gamification (activity leaderboard), moderated panel discussions, moderated Q&A, attendee networking areas, 3-D immersive conference environments, vendor booths, public and private chats, closed captioning of sessions, on-demand session content, interactive polling, emoji reactions, speaker ratings, gamification, help desks, session evaluation, and more.
- **Technical Assistance and Management** – Develop and distribute project plans; collaborate and communicate with federal staff and stakeholders regularly to discuss progress, barriers and adjustments; prepare background materials, perform data collection and analysis including, identifying data sources, type of analysis to be performed and required information collection strategies; produce written reports, concept papers, and research findings presenting data in a variety of §508 compliant formats, including abstracts, graphs, maps etc.; remediate and customize annual reporting templates and other website content for §508 compliance; assemble, maintain and utilize consultant/subject matter experts databases to identify and recruit qualified individuals with relevant experience for special projects.
- **Site Selection and Liaison** – Develop and distribute site requirements; identify, analyze and evaluate suitable properties, including government-owned properties; compile comparative reports with best value/cost analysis and supporting documentation; perform site visits; negotiate contract, including function space allocation, sleeping room block, food and beverage minimums, concessions, comp ratio, attrition and performance clauses; communicate event specs, pertinent information and updates; serve as liaison and clearinghouse for all involved parties; monitor performance; manage room block; provide onsite management; perform bill review and reconciliation. On average, SIDEM negotiates and manages hotel and property contracts annually that represent over 1 million square feet of function space and over 25,000 sleeping room nights.
- **Theme and Program Development and Management** – Propose theme and tagline concepts; create images and graphics for event/client branding; develop program in function of overall goal, required content elements, appropriate flow, and time/space available; conduct pre-event briefings and instructions; provide expert facilitation.

- **Strategic Planning** – Work with client to identify goals and priorities; review organizational mission and capacity; scenario planning (using Future Mapping or similar methodological approach); create and manage agenda, curriculums as well as models, techniques and course materials to execute the selected goals and mission; develop assessment tools and instruments (such as 360 Surveys, Leadership Practices Inventory, Myers-Briggs, etc.); outline mission-oriented business functions and process improvements; develop action plans and items to ensure achievable results; lead and moderate/facilitate team participation and coaching sessions; provide professional development support, including assessments/interventions, coaching and leadership development; deliver debrief and overview of key findings as well as proposed next steps.
- **Promotion and Outreach** – Develop and execute outreach strategies; compile and maintain databases of targeted stakeholders, decision makers, and potential attendees; create, design and output various marketing materials and tools; suggest and implement distribution vehicles and rollouts, including electronic, social media, mass mailing and telemarketing; develop press strategies, including drafting media advisories and press releases, and organizing radio actualities and satellite media tours.
- **Web-based Event Solutions** – Develop and maintain customized and user-friendly websites to provide relevant and updated event information; register and automatically confirm attendees, exhibitors and speakers; collect fees; generate customized reports; customize and manage mobile apps; organize and manage webinars (live and pre-recorded); produce podcasts; videotape and edit classes and training sessions into interactive viewing/testing LMS platforms; generate automatic testing and issuance of continuing education certificates; manage large, complex databases.
- **Registration** – Develop registration forms and fee schedules; register attendees through website, fax, mail and phone; staff help desks; assemble bags, folders, badges and mementos; monitor registration trends to adjust promotion efforts and host site requirements; provide onsite registration support and staff information desk; generate reports on all registration numbers and fields; compile and analyze final registration numbers. Annually, we register up to 20,000 people and 500 exhibitors and collect fees in excess of \$4 Million.
- **Attendee Management** – Invite and confirm attendees; offer personalized support to facilitate participation; organize travel, transportation and accommodations; provide regular updates, program notes and reminders; distribute individualized itineraries and briefing information; provide onsite support; utilize bar-coding and scanner technology to expedite onsite check-in, track attendance and issue attendance and CPE certificates.
- **Sponsorship** – Identify potential donors; outline sponsorship opportunities and benefits; develop sponsorship packages and correspondence; follow up with personalized pitching and support before, during and after the event.
- **Speaker and VIP Support** – Identify, invite and confirm speakers, VIPs and subject-matter experts through client suggestions, speakers bureaus and independent research; facilitate participation; organize travel, transportation and accommodations; issue reimbursement of expenses and payments of honorarium; manage all AV needs, including branded presentation templates and guidelines as well as all equipment needs; develop briefing memos; facilitate inter-panel communication; provide talking points, transitional remarks and scripting; conduct rehearsals and briefings; assist with presentation graphics, format and content; distribute thank you letters and photographs.
- **Travel and Transportation** – Make CONUS & OCONUS travel arrangements within FTR & JTR; organize ground transportation; generate and maintain travel manifests; review and issue expense reimbursement SIDEM is IATA certified and annually provides comprehensive travel support for hundreds of attendees and speakers.

- **Vendor Management** – Identify, compete and contract with required vendors, including hotels, decorators, producers, subject matter experts, designers, caterers, security guards, performers, etc.; outline requirements, monitor performance and review/process invoices.
- **Trade Shows and Exhibitions** – Develop exhibitor kits to include participation guidelines, exhibitor contract and event information, order forms for products, services, lead retrieval, shipping and drayage; create floor plans and allocate booths spaces; supply booth packages; provide onsite help desk. SIDEM’s annual tradeshows generally feature 50 to 150 exhibitors per show.
- **Writing and Editing** – Generate all required correspondence, including letters, scheduling proposals, press releases and briefing documents; develop text for all event-related products, including website, promotional materials and program brochures; script writing; technical writing; proofread and edit presentations, studies and other publications; ensure §508 compliance with all printed and digital assets.
- **Meeting Notes and Transcriptions** – Generate a range of event reporting assets, including meeting notes and minutes, technical writing and editing, and verbatim transcriptions.
- **Graphic Design, Brand Identity and Printing** – Create custom graphics and branding packages that incorporate the project’s theme and/or client brand identity; adapt to all project assets (e.g., website, handouts, badges, tent cards, signage, PPT presentations, animated graphics, etc.); output all materials as required.
- **Production and Audio-Visual Support** – Provide basic AV and presentation support, as well as state-of-the-art production services, including custom stage design and build, thematic props and décor creation, extensive sound and lighting support, animated graphics, video production, creative and technical direction, stage management, and content re-purposing.
- **Catering Services** – Identify and compare caterers (for offsite events or in convention centers), select and negotiate special menu pricing, organize tastings, provide special table coverings as well as room décor and floral arrangements, monitor guarantees, review banquet event orders, and oversee set up and execution.
- **Special Events, Offsite Venues and Team-building Activities** – Identify local sites and points of interest and propose and manage excursions and field trips, organize team-building activities, including group competitions and challenges, lifestyle and leadership coaching, and more.
- **Onsite Support and Facility Management** – Load in and set up; track receipt of materials; assemble conference bags/folders; conduct pre-con meeting with host site, vendors and client; provide onsite registration and information; supervise function set ups; perform room checks; monitor security and vendor services; communicate and oversee execution continuously; anticipate issues; handle last-minute changes and requests; troubleshoot; pack up and load out.
- **Risk Management** – Utilize proper cybersecurity procedures and resources; conduct cybersecurity risk assessments and vulnerability scans; notify all participants of any special guidelines/laws particular to event location (especially for events in government facilities or international events); communicate with venues regarding security/emergency procedures and brief event team; coordinate with state and local law enforcement as well as government protection services for VIP protection; monitor and ensure compliance with security protocols. With regards to COVID-19 and other health emergencies: monitor all state and federal guidelines and recommendations; develop proper safety protocols and communicate information and updates clearly ahead of meeting; ensure proper cleaning procedures and hygiene resources are in place and enforced at the site; conduct attendee and personnel health screening; develop comprehensive contingency plans in case of positive case emergence, including transport or quarantine options, making sure spaces are properly disinfected according to public health protocols; anticipate evacuation scenario; identify alternate function space; and establish a robust real-time alert system with attendees and personnel.

- **Ancillary Services** – Evaluations; translation; sign language interpreters; video and audio recording and sales; photographers; etc.
- **Budget Development and Management** – Develop comprehensive and detailed budgets; monitor actualization and adjustment of costs; review and reconcile all final accounts.
- **Wrap up** – Pack up and load out; tally evaluations; send out thank you letters; compile final report, including comprehensive registration data, catering and sleeping room actualization; review/approve all bills and provide final budget reconciliation/invoicing.

## **PAST PERFORMANCE (GOVERNMENT CLIENTS)**

Note: The listing below is limited to current and recent (i.e., 2020 and later) federal government contracts. Additional references available upon request.

### **GOVERNMENT CLIENTS**

#### **U.S. Department of Treasury – Nationwide IRS Tax Forums (2010 to present)**

The Nationwide IRS Tax Forums consist annually of a series of 5 to 6 events taking place between July and September across the country. Each 3-day forum attracts between 1,500 to over 6,000 attendees – for a total of up to 16,000 people annually. Past events have taken place in cities such as: Orlando, FL; Chicago, IL; San Diego, CA; Atlanta, GA; Dallas, TX; New Orleans, LA; the Washington, DC area; New York, NY; and San Jose, CA. Each show offers nearly 50 education and training sessions for continuing professional education (CPE) certification. The program includes five concurrent seminar rooms – each seating 500 to over 3,000 attendees, various breakouts, an extensive trade show with 70 to over 100 booths per city, several training and demo rooms and various catered events. Services include overall planning and logistical support before, during and after the events, including: site selection, negotiation and coordination of five-six locations annually across the country; room block management (this show actualizes over 12,000 -15,000 room nights annually); registration and attendee management; onsite support; event website development and maintenance (*both the events' website and the remote learning site were custom built for this client*); audiovisual support; comprehensive trade show management and exhibitor support; inventory, warehousing and shipping of supplies and equipment; speaker support and travel management; VIP and sponsor support; meeting materials design and production; budget oversight and extensive financial reconciliation and reporting (\$3-\$4 Million in registration and other fees collected, dozens of vendors to manage and hundreds of invoices to review, process and pay.) SIDEM's services also include bar-coding and scanning technology to track the attendance of each attendee and issue CPE credits and certificates. In addition to the live events, we also developed and maintain an [online learning and training platform](#). Each year we tape approximately 15 of the live sessions and format them into online courses available both for audit and CPE certification.

In response to the COVID-19 pandemic, the 2020, 2021, and 2022 IRS Nationwide Tax Forums were converted into a virtual program that featured 30 live-broadcast webinars and a virtual exhibit hall for more than 10,000 attendees. Participation in the webinars was tracked and, based on set attendance rules, attendees received a continuing education certificate for each class successfully attended. The virtual exhibit hall featured virtual exhibit booths for more 50 exhibitors, a Speaker's Corner with live moderated chats between attendees and presenters, networking opportunities for attendees, exhibitor/sponsor webinars, informational/outreach spaces for some IRS departments, lottery with prizes and gift cards for attendees that accumulated the most points through visiting and interacting with each booth, and more. (Note: in 2023, the IRS Nationwide Tax forums are going back to in-person events and will take place in New Orleans, Atlanta, National Harbor, San Diego and Orlando.)

For more information, please visit: [www.irstaxforum.com](http://www.irstaxforum.com) (for the events) and <http://irstaxforumsonline.com> (for the online learning and testing platform).

#### **U.S. Department of Health and Human Services – National Institutes of Health (2018 to present)**

SIDEM provides comprehensive meeting support as well as travel and administrative support to the National Institute on Minority Health and Health Disparities (NIMHD). Support include planning in-person as well as virtual events and services include overall planning and logistical support before, during, and after events (including site liaison and coordination of security pre-clearances), registration and attendee management, onsite support, event website development and maintenance, audiovisual support, travel and ground transportation coordination (including room block management), design and production of meeting

materials, remediation of materials for compliance with §508 of the Rehabilitation Act (including presentations, programs and agendas, grant applications, and scientific publications, as well as captioning videos and adding audio narration to videos), comprehensive speaker support, and post-meeting evaluation and reporting. Services also include providing expert notetaking of meeting proceedings as well as reviewing and editing professional publications. On average we support approximately twenty meetings a year, ranging from 50 participants to over 1,500 participants.

**U.S. Department of Health and Human Services – Administration on Disabilities (AoD) (2014 to present)**

SIDEM provides broad administrative and program support, technical management, and event planning services to AoD. Services include:

- a) comprehensive in-person and virtual meeting planning and support for technical assistance meetings, workgroups and multiple webinars, including: site selection, contracting and management; travel support and reimbursements; registration, attendee management and onsite support; translation and post-meeting support;
- b) data collection and analysis, which encompasses conducting studies, developing research papers and reporting/documenting proposed program and policy changes, as well as assessing web-based information management systems and assisting in the development of performance measurement systems;
- c) coordinating and supporting grant reviews; and
- d) program management and reporting on several projects.

In response to the COVID-19 pandemic, SIDEM helped AoD to move all meetings to a virtual format in 2020 and 2021 adapting dozens of meetings that would otherwise have occurred in person, including a series of listening sessions that had previously been slated to occur in several locations across the country. SIDEM used Microsoft Teams, GoToMeeting, GoToWebinar, and Zoom Meetings to host planning meetings, conferences, and listening sessions for AoD. Additional support for these meetings included captioning and remediation, enhanced speaker coordination (including providing equipment as needed), and platform training. SIDEM also provided support to AoD staff attending other virtual conferences, editing and remediating presentations and supplemental materials, pre-recording and editing audio and video for plenary sessions, and providing captioning and remediation to render all materials accessible in compliance with §508.

**U.S. Department of Health and Human Services – Administration on Children & Families (2023)**

SIDEM provided comprehensive conference management for HHS' Administration on Children & Families (ACF), in support of the National Convening on Building an Inclusive Human Services System. The Convening was the first federally sponsored national conference solely devoted to creating an inclusive human services delivery system. The two-day hybrid event took place March 28-29, 2023 in Hyattsville, MD, and attracted more than 400 in-person registrants and more than 1,300 virtual registrants. The Convening featured plenary and "fireside chat" discussions, as well as three different periods of 6 concurrent breakout sessions (18 total breakout sessions). All plenary sessions as well as 6 breakout sessions were live-streamed to virtual participants, with attendee engagement tools that featured live polling (with real-time results) as well as Q&A. SIDEM's support of the meeting included: site selection; venue contract negotiation; venue management and liaison (food and beverage, meeting space, IT, sleeping rooms, etc.); vendor management and liaison (AV, travel agent, printer, etc.); website creation and management (including a conference app); attendee management; speaker management and travel support; on-site support and liaison; as well as comprehensive reporting and close-out activities.

**U.S. Centers for Disease Control and Prevention (2022 - 2023)**

SIDEM supported the biennial PRC Week conference in March 2023. The 26 Prevention Research Centers in the United States, funded and supported by CDC, convene every other year (i.e., two or three times per five-year funding cycle) to share, collaborate, and assess. This year's conference was *Collaborating for Impact: Working to Build a Healthier Tomorrow*, and featured a mix of keynote presentations, panel discussions,

working groups, poster sessions, networking opportunities, and social events. Over the course of three days, SIDEM supported 58 sessions virtually, including as many as 13 concurrent sessions, for over 450 registrants. The attendees included academics, researchers, scientists, CDC staff, community partners, students, and other public health professionals. SIDEM support included 10 months of comprehensive planning services: serving on the conference planning committee, organizing and leading planning meetings and taking notes, helping identify and coordinate with speakers and moderators, creating a full custom graphics package (including logos, alternate logos, favicons, over 50 branded slideshow layouts, custom images for each session, and more), developing a custom event website and registration database, communicating with all attendees and speakers (before, during, and after the event), creating tutorial videos for attendees and training videos for speakers/panelists/moderators, hosting live preparatory sessions for presenters, coordinating with captioners and interpreters, facilitating several sessions during the conference, editing recordings (to include video feed of ASL interpreters, among other things), captioning cleanup of recordings, posting recordings and presentation slides to the event website, posting other relevant CDC and speaker resources to the event website, distributing feedback surveys for each session and for the overall conference, collecting and analyzing survey data, drafting and sending “thank you” letters to all speakers and moderators, and much more. The conference used [Cadence](#) for the event website template, [Zoom](#) for live sessions, and [Slido](#) and [Miro](#) as collaborations tools (Slido in all sessions and Miro in a series of working group sessions). Zoom was selected for its accessibility features and familiarity, as live professional human captioning and ASL interpretation were required in every session (including concurrent sessions, meaning that dozens of captioners and interpreters were required to make the conference accessible to all participants).

**U.S. Department of the Interior - U.S. Geological Survey (USGS) (2017 to present)**

SIDEM has been awarded a BPA for comprehensive meeting management, support, and logistics. Additional services also include agenda development, facilitation, coaching, travel management, scenario planning and translation. Task orders to date have included: a) providing professional facilitation, strategic planning and capacity building services to the Office of the Director and the Executive Leadership Team; b) working with the Global Forest Observation Initiative on a Capacity Building Summit in Kathmandu, Nepal; c) translating from Spanish to English a 100+ page report on “Metallogenetic Map of Central America and the Caribbean”; and d) providing event and travel support for various meetings in the US and abroad. International meetings have included the Caribbean Ecological Drought Workshop in Puerto Rico, a Landsat Ground Station Operators Working Group meeting on Hainan Island, China, and more recently in Pretoria, South Africa. Stateside meetings have included several projects including most recently, the US and Japan Cooperative Program in Natural Resources in Anchorage, AK (September 2022); the Climate Adaptation Early Career Workshop in Albuquerque, NM (October 2022); and the Cooperative Research Units (CRU) All Hands Meeting in Tampa, FL (February 2023.)

**U.S. Securities and Exchange Commission (2021 to present)**

S SIDEM has been awarded a BPA with the U.S. Securities and Exchange Commission (SEC) to provide comprehensive event planning and production services for meetings and events. For example, SIDEM supported the 40<sup>th</sup> and 41<sup>st</sup> Small Business Forums. These four-day events occurred virtually, using the Brandlive virtual meeting platform, with speakers convening via a StreamYard virtual studio for each of the 90-minute daily live sessions, while attendees viewed the live stream of the meeting via the Brandlive website created by SIDEM for the event. In May 2021 and April 2022, over 1,200 participants from 44 U.S. states and 23 countries met to view live presentations and panel discussions featuring twenty expert speakers from government and private sector organizations. Hosted by the SEC Small Business Advocacy Team, the Forum provided not only live video content but also the ability for participants to access important SEC resources and vote on policy recommendations to the SEC. In addition to the standard planning and logistical/technical support, SIDEM services for each Forum included comprehensive

production, consisting of pre-meeting design and branding, creation of numerous custom overlays, pre-production recording and editing, five technical rehearsals, and extensive post-production editing (both audio processing and video editing). SIDEM also supported the 2021 annual Capital Call, which is a review of the FY2021 Annual Report, styled in the mode of an earnings call from a public company and provides an opportunity for attendees to inquire about the annual report to Congress and the Commission. Registrants pose questions in advance and during the event, and staff from the SEC Small Business Advocacy Team moderate the discussion and respond to those audience inquiries. SIDEM also supported the Hispanic Heritage Outreach Event in October 2022 and the 2022 Capital Call in January 2023. In 2023, SIDEM has developed a custom-built online platform for the SEC to provide a more customized and cost effective solution for SEC's ongoing event needs. SIDEM is currently planning the 42<sup>nd</sup> Annual Small Business Forum (scheduled for April 2023).

**U.S. Department of Commerce - National Institute of Standards and Technology (NIST) – PSCR Annual Public Safety Broadband Stakeholder Meeting (2022 & 2023)**

SIDEM provided comprehensive meeting support for PSCR's 2022 Public Safety Broadband Stakeholder Meeting, which was held at the Westin San Diego Gaslamp District Hotel from June 7-9, 2022. The meeting brought together more than 350 participants to participate in plenary sessions, breakouts, campfire sessions, "fireside chats", panel discussions, and poster sessions, as well as technology demonstrations from 50 vendors. SIDEM provided a comprehensive nationwide site search of more than a dozen cities, hotel contract negotiation, hotel liaison/management, comprehensive AV liaison and support, production of name badges, on-site meeting support and vendor management, food and beverage management, room block management, contracting of overflow room blocks, session recording, post-event video production and basic editing, and post-event reporting and wrap-up. *(Note: SIDEM is currently providing similar services for the 2023 PSCR Meeting, which is scheduled to take place on June 28-30, 2023, in San Diego.)*

**U.S. Department of Commerce - National Institute of Standards and Technology (NIST) (2021)**

SIDEM provided comprehensive meeting support the 19<sup>th</sup> International Workshop on Low Temperature Detectors (LTD19). Based on the needs of the meeting, we selected the Cadence virtual platform, with live sessions occurring in both BlueJeans Meetings and BlueJeans Events. The two-week virtual seminar attracted over 500 participants from 17 different time zones. The 19<sup>th</sup> iteration of the biennial conference was hosted by the National Institute of Standards and Technology and consisted of 11 exhibitors, 11 invited talks, 89 contributed talks, 240 posters (across 7 sessions of 90 minutes each), 2 lab tours, and 4 dedicated exhibitor sessions, for a total of 397 hours of programming over the course of two weeks. In addition, participants were able to schedule their own small group and one-on-one video meetings and discussions throughout the event and one week prior to its commencement. SIDEM services included overall planning and logistical support before, during and after the event (including selection and contract negotiation for the event environment and video meeting tools); development and maintenance of the event environment/website and online registration platform; attendee management and communication, comprehensive speaker support (including management, and often editing, of all 100 oral talks and 240 posters); live event production as well as pre- and post-production support (including 11 technical rehearsal sessions and video editing for each live session completed within 24 hours of the session's conclusion); design and development of meeting materials (including the creation of nine tutorial videos and a comprehensive guide); and post-event reporting and wrap-up.

**U.S. Department of Justice – Office of Community Oriented Policing Services (2017 to present)**

SIDEM has been awarded a BPA for comprehensive meeting management, support, and logistics. The Office of Community Oriented Policing Services (COPS Office) hired SIDEM to provide services including: a) comprehensive meeting support at government properties nationwide, as well as offsite facilities; b) creative development and production for a TED-talk-style series, entitled "What's New in Blue?" c) planning and producing podcasts (including transcriptions and closed captioning); d) planning and producing informational webinars; e) creating event information and registration websites (including completely

custom websites and registration databases) and providing related maintenance and support; f) supporting a nationwide series of forums on rural policing (including logistical support, coordination with local stakeholders, research and technical writing, and preparing the official COPS Office publication summarizing that effort); and g) providing ongoing support to the School Safety and Officer Safety and Wellness working groups (including meeting coordination, reporting, and communication). Annually, SIDEM supports, on average, ten meetings and a dozen podcasts for the COPS Office, including webinars, forums, working groups, and more. In addition, we produce annually 5-6 video segments for their “What’s New in Blue?” series. SIDEM’s support for each project typically includes attendee and speaker management, website development and maintenance, site selection, travel support, creation of meeting materials and conference branding, accessibility compliance, editorial support for presentations, report writing, on-site support, live meeting production (for both in-person and virtual events), and post-event reporting and wrap-up.

**U.S. Department of Labor - Advisory Board on Toxic Substances and Worker Health (2015 to present)**  
SIDEM provides comprehensive meeting support for the Department of Labor’s (DOL) Advisory Board on Toxic Substances. Each year, this includes on average at least two board meetings, over ten subcommittee/workgroup meetings, and some ad-hoc conference call meetings. As part of the contract, SIDEM provides overall planning and logistical support, including: site selection, contracting and liaison; travel management using DOL’s platform (coordination, reimbursement, etc.); room block management; registration and onsite support; verbatim transcription and executive summaries for each meeting; recording of each meeting; audiovisual liaison/support; teleconference support for webcasting meetings via Webex (including remote audience participation); and production and distribution of meeting materials.

**U.S. Department of the Navy (DON) – Financial Management Comptroller Seminar (2023)**  
SIDEM provided meeting support for the DON’s Financial Management Comptroller Seminar, which took place in San Diego, CA on February 14&15, 2023 and attracted over 300 participants. Support included site search; hotel contracting, coordination and management; room block set up and management; AV & IT support for one plenary room and four breakout rooms as well as livestreaming and recording; onsite support; and close-out activities.

**U.S. Environmental Protection Agency (EPA) - Office of the Inspector General (OIG) All Hands Conference (2022)**  
SIDEM provided comprehensive meeting support for the EPA OIG Conference, which took place in Orlando, FL on December 5-9, 2022 and attracted 300 OIG staff. Supported included site search in multiple Florida cities; hotel contracting, coordination and management; room block set up and management; AV, power and IT support for one plenary room and six breakout rooms; virtual/hybrid support to accommodate remote OIG attendees unable to attend in person as well as remote speaker(s); catered breakfast and lunch for event attendees; shuttle services to/from the airport; onsite support; and close-out activities.

**U.S. Department of the Interior - United States Geological Survey (2021)**  
SIDEM provided comprehensive event support services for the 2<sup>nd</sup> National Imagery Summit. The three-day event occurred virtually using the Socio virtual meeting platform, with speakers convening via Zoom Meetings for each of the six-hour live sessions, while attendees viewed the live stream of the meeting in Socio. From August 31 through September 2, over 850 participants from across the United States met to view live and pre-recorded presentations, as well as panel discussions, from 60 speakers from academic, government, non-profit organizations, and private sector companies. The summit provided live and recorded video content and the event environment also offered the ability for participants to create their own small group and one-on-one video meetings and discussions. In addition, the platform offered attendees and speakers access to meeting materials—both to prepare for and to supplement live presentations and discussions. SIDEM services included selection and contract negotiation for the virtual event environment and video streaming tools, accessibility compliance for documents, live meetings, and session recordings, development and maintenance of the event environment/website and online

registration platform, attendee management and communication, comprehensive speaker support (including management and editing of slide decks, pre-meeting technical rehearsal sessions, live production and post-production video editing for each live session, design and development of meeting materials, and post-event reporting and wrap-up.

**Federal Emergency Management Agency, Region 10 (2022)**

In May 2022, SIDEM handled production and logistics for the Cascadia Rising 2022 Rehearsal of Concept (ROC), an exercise for local and regional emergency managers and federal stakeholders to plan and practice the response to a Cascadia event, featuring a significant earthquake that causes a tsunami in the Pacific Northwest region. SIDEM support included comprehensive audiovisual production services for this hybrid event that featured both in-person and remote speakers, as well as both in-person and remote attendees. SIDEM used the Zoom for Government platform (Zoom Webinars, specifically) to incorporate the virtual speakers and attendees, as well as the captioner and ASL interpreters (as was required by FEMA IT). The meeting occurred from 8:00 a.m. to 4:00 p.m. each day from May 3-5, 2022 on the Camp Murray Air Force Base in Tacoma, WA. SIDEM provided all equipment, setup, and live meeting support throughout—including for the dry run and senior leadership walkthroughs. In addition to the on-site support, SIDEM also handled virtual production support for the duration of the meeting.

**Federal Emergency Management Agency (2021)**

SIDEM provided comprehensive planning and production support services for the FEMA Region 10 Tribal Conference. The four-week seminar occurred virtually using the Cadence virtual meeting environment, with three-hour live sessions occurring twice each week via Zoom Meetings (to accommodate telephone participation from attendees in remote locations). In May and June 2021, over 300 participants from the four states and 271 federally recognized tribes in FEMA Region 10 convened to discuss emergency preparedness, strategic planning, hazard mitigation, damage assessments, the value of cultural traditions, and more. In addition to live sessions, participants were able to schedule their own small group and one-on-one video meetings and discussions throughout the event and one week prior to its commencement. Participants were also able to pose questions before and after live sessions that they were unable to attend, and speakers were able to use the same meeting platform to respond. SIDEM services included overall planning and logistical support before, development and maintenance of the event environment/website and online registration platform, attendee management and communication, comprehensive speaker support (including management and editorial support for pre-recorded presentations and slide decks), live event production, pre-production support (including 22 technical rehearsal sessions), post-production editing (completed within 24 hours of the session's conclusion), design and development of meeting materials (including the creation of eight tutorial videos and a comprehensive guide), and post-event reporting and wrap-up (including presentation of detailed poll and survey data).

**U.S. Department of Housing and Urban Development (HUD) (2017 to 2022)**

HUD's BPA covers all the event-related needs of the department and was awarded to five contractors. SIDEM is the only company that has been awarded under both Pool 1 (covering Regions 1-3) and Pool 2 contracts (covering Regions 4-10.) Support to date has included supporting HUD's exhibit(s) at trade show(s) as well as planning several in-person and virtual meetings, including the 2019 Ginnie Mae Summit in Washington, DC. Services include overall planning and logistical support before, during and after the event, including budget management; comprehensive planning and logistical support; site selection, negotiation and management; registration; production support; onsite support; post event support and close-out. In 2021, SIDEM supported three quarterly update meetings for the HUD Office of Policy Development and research, and planned and facilitated the Innovations in Energy Efficiency Webinar Series—a collaboration between HUD and the Department of Energy involving eight sessions over four days with 26 speakers. SIDEM support included a registration website, speaker communication and support, pre-recording and editing presentations (with custom graphics and animations), event branding (including event banners,

flyers, and slideshow templates), pre-production rehearsals, live production, post-production editing and captioning, and facilitation of attendee Q&A.

**United States Agency for International Development (USAID) - Bureau Legislative and Public Affairs (LPA) (2017 to 2022)**

SIDEM is responsible for providing broad meeting and administrative support to the LPA office. The team we provide to USAID is based on the specific requirements of upcoming tasks, and has included/includes various highly skilled positions, including Protocol & Events Advisors, a Senior Communications and Content Specialist, a Stakeholder Coordinator and Public Affairs Specialists. Over the years, our team has provided USAID and LPA broad public affairs and creative development as well as strategic communications skills and speechwriting services.

**U.S. Department of Health and Human Services – Office of the Assistant Secretary for Health (OASH) (2019 & 2020)**

SIDEM provided comprehensive meeting support for OASH’s Regional Meetings. Services include overall planning and logistical support before, during and after the event, including—for each region—website development and maintenance, registration and attendee management, audiovisual and technical support, and design and production of meeting materials. Services also include providing expert notetaking of meeting proceedings.

As a result of the COVID-19 pandemic, OASH opted to require all meetings to be held virtually in 2020. SIDEM was able to help the regional offices to adjust and produced a total of 19 meetings and webinars—ranging in duration from one hour to 16 hours—over the course of three months. SIDEM adapted its support to include daily updates to multiple websites, enhanced speaker coordination (including providing equipment as needed), hosting technical and planning rehearsals, remediation of all materials for accessibility (including documents, presentations, audio, and video), follow-up messages to thank attendees and solicit feedback, analysis of attendee feedback, and archiving of meeting recordings and relevant resources for subsequent access by attendees and clients.

**Arizona Army National Guard - Yellow Ribbon Events (2019 & 2020)**

In 2019, SIDEM contracted with the Arizona Army National Guard (AZ ARNG) to facilitate its Yellow Ribbon Reintegration Program in a series of five in-person events, scheduled to occur in Phoenix, AZ.

Because of the COVID-19 pandemic, after the first event concluded successfully in 2019, the AZ ARNG decided to hold the remaining events virtually with a hybrid-style approach. AZ ARNG personnel conducted the proceedings in person and a private webcast stream was made available to the invitees, who were not permitted to attend in person. To facilitate this, SIDEM coordinated with AZWebcasting, who set up a secure stream of the presentations and cameras in the meeting space. SIDEM coordinated with the venue, the client, and the vendor to ensure smooth execution of the new hybrid-style virtual meeting approach.

**Naval Postgraduate School (2017, 2018, 2019 & 2020)**

SIDEM provided logistical and planning services in support of the U.S-India Strategic Dialogue in 2017, 2018, 2019 and 2020 in New Delhi, India. Services included: site selection, negotiation and management; logistical planning; travel support & reimbursement for all non-government speakers (including pre-arranged ground transportation onsite and expense reimbursement.) SIDEM also provided similar support for the 2020 U.S.-Pakistan Strategic Dialogue in Singapore.

**U.S. Africa Command (AFRICOM) – OBANGAME EXPRESS 2019 Exercises (2019 & 2020)**

SIDEM provided logistical support for two OBANGAME Exercises in Lagos, Nigeria. The first event took place in January 2019 at the Eko Hotels and Suite and the second event took place in April 2019 at the Federal Palace Hotel. SIDEM also supported a third AFRICOM in Paris, France and a fourth in Agra, Ghana. Services included site selection, negotiation and management; coordination and payment of sponsored sleeping rooms and coordination of event space set up, audio-visual requirements and various catered functions.

### TESTIMONIALS

“In the 30 years that I have worked for the government and for small businesses, Diane and her team have been one of the most talented and responsive group of professionals with whom I have partnered.”

*-Theresa Speake, Director, Office of Economic Impact & Diversity, U.S. Department of Energy*

“Diane and her team do an amazing job at a reasonable price. They handle every detail and anticipate all of your needs. They deliver, every time and with a smile.”

*- Monica Eischen, Program Consultant, CDC, U.S. Department of Health and Human Services*

“There is really only one group in the world that I would trust to handle such a complex event...and it is SIDEM.”

*- Caroline Roan, Vice President, Corporate Responsibility, Pfizer, Inc.*

“What I most appreciate about SIDEM is that they are problem solvers ... no detail is overlooked in creating the appropriate atmosphere to support the client’s objectives...and always with a smile.”

*-Ann Prochilo, President, Prochilo Health, Inc.*

“Customer service is paramount within the SIDEM culture and their sincere desire to cater to their clients’ every need has, in my opinion, placed them as a top provider in the industry.”

*-Adam Miller, Vice President of Stores, Outlets, Charming Shoppes, Inc.*