



## A. CORPORATE INFORMATION

PSA is a small business global event, travel management, and communication services company providing turnkey solutions for all types of projects in the Federal and commercial space. For over 33 years, we have supported our customers and their missions, including everything from customized, online travel and conference arrangements, high-tech logistical support for virtual meetings, audio-visual expertise for conferences, research and expert panel support, to providing high quality technical writing and reports, and coordinating agency-wide branding and communications initiatives. In addition to our staff of skilled meeting-support personnel, PSA maintains strategic A/V and IT partnerships, along with the capability to manage virtual events of any size and scope.. Whatever the need, PSA is prepared to work hand-in-hand to help *create extraordinary experiences*.

COVID-19 has greatly impacted the operational capability of critical facets of the Government. Ongoing shutdowns and closures are resulting in the disruption of day-to-day business operations. Strategic meetings, important avenues for the dissemination of information and the progression of business efforts towards Departmental missions, have been postponed for the foreseeable future. It is now apparent that office closures and event cancellations may realistically last into next year. With no true end date in sight, it is vital that Government operations be able to continue unabated.

In response, PSA has prepared this brief capability statement on **virtual event solutions** that our Federal customers can use to their advantage. Our platforms and dedicated customer support will provide business operation continuity, continue to hold important strategic meetings, and importantly progress towards mission statements while still operating in a remote/telework capacity.

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### **Status Group**

Small Business

DUNS # 627717424

CAGE Code: 1LLT3

### **GSA Multi-Award Schedule (MAS) Contract:**

47QRAA20D0055

### **Primary NAICS:**

561920 - Convention and Trade Show

Organizers

### **NAICS:**

541430 - Graphic Design Services

541611 - Administrative Management and

General Management Consulting Services

541618 - Other Management Consulting Services

541690 - Other Scientific and Technical

Consulting Services

541930 - Translation and Interpretation Services

561110 - Office Administration Services

541990 - All Other Support Services

711310 - Promoters of Performing Arts, Sports,  
and Similar Events with Facilities

711510 - Independent Artists, Writers, and

Performers

721110 - Hotels (except Casino Hotels) and

Motels

## B. INTRODUCTION TO PSA

PSA is a small business and a strategic communications and global event services company providing turnkey solutions for all types of projects in the Federal and commercial space. For over 33 years, we have supported our customers and their missions, primarily focusing on Federal customers. We have spearheaded several communications campaigns of national significance, promoting everything from new NIH initiatives to opioid abuse reduction and minority health care access. We have worked with our customers to expand event formats and consider new ways to engage their constituent audiences, such as when we supported the Office of Minority Health in launching their first-ever virtual event series in 2017 and 2018. We have also helped customers such as the Department of Commerce deepen international connections and launch program initiatives in post-conflict regions throughout the Middle East and Afghanistan.

PSA offers a diverse array of virtual event project support to Federal, state, and local governments, as well as private sector clients. The firm employs 28 employees at offices in Washington, DC; Rockville, Maryland; Atlanta, Georgia; Miami, Florida; Portland, Oregon; and Colorado Springs, Colorado. We are registered and active in [www.sam.gov](http://www.sam.gov). The services PSA offers include communications; graphic design; publications management; international and domestic meeting and conference planning; emergency relief support; training and focus group facilitation; logistical support; special event management; curriculum development and training; security planning and implementation; transportation; and protocol guidance. Whatever the project, PSA has the experience, knowledge, and resources to get the job done.

## C. VIRTUAL EVENT SOLUTIONS

Virtual events represent a real solution to the Government for the continuity of business operations and the execution of events that otherwise would have been held in person. The systems employed for this event format provide extensive levels of functionality, in order to replicate the experience of an in-person event with attendees physically located anywhere in the world. These platforms are also completely customizable, enabling PSA to tailor solutions to meet specific and exact needs. Whether the event be a smaller committee style meeting, a medium size symposium or working session, or a large-scale conference or trade show-style event, PSA has the products and services in place, ready to support. Some of the key features present within our solutions include:

- **Universal Access:** Events are accessible using any device—PCs, laptops, tablet computers, smartphones, etc.). App and software-free options exist for even lighter-weight solutions.
- **Comprehensive Package:** Our platforms offer the ability to create an entire virtual event, including: plenary and breakout sessions, record/edit videos, create slideshows, develop fully interactive presentations, provide libraries for file hosting and cataloguing, direct interfacing with mobile event application systems, and much more.
- **Unparalleled Creative Services:** Our support includes the ability to bring in professional talent to help presenters write scripts, craft videos, edit productions, engage actors for video and voice-over recordings and post content online.
- **Applications:** We offer a host of audience engagement tools that drive event participation, such as virtual networking areas, live surveys with auto-tabulation capabilities, links to all major social media platforms, and links to enterprise platforms.
- **Live Analysis:** We monitor how attendees are engaging at any point during a presentation and can even modify presentations live without disruption to the event. Our team can track the applications attendees are utilizing and gauge the amount of time, on average, they are spending on a given presentation or in a particular area.

- **Complete Support:** Participants are able to access teams dedicated virtual event professionals and receive instant support.

## C.1 PSA'S EXPERIENCE IN VIRTUAL EVENTS

PSA has planned and managed virtual events of multiple sizes and scopes for numerous Federal customers. Our experience in virtual event management began in 2017, where we assisted OMH in launching a series of virtual events and audience engagement webinars on critical health disparities topics. We pioneered the use of platforms such as ON24 and Adobe Connect for OMH at a time when virtual events were not routinely used nor was their functionality totally understood.

With the advent of COVID-19 and the ensuing cancellations of in-person meetings and events, virtual events have begun to rise in prominence. Collaboration and connection between researchers, partners, and colleagues is just as vital as it has always been. To that end, PSA has employed our background and understanding of virtual events in order to introduce our current customer base to this new method of event engagement. This includes discussions on the platforms available, mapping platforms to program needs, and detailing the support that is needed in order to successfully manage and run a virtual event.

Key examples of our recent experience include:

- **General Services Administration:** PSA recently transitioned GSA's SmartPay Forum, an event that routinely attracts over 3,500 participants in-person, to a completely virtual event. We deployed a platform customized for GSA's needs. As this event involves an extensive volume of training sessions by financial institutions on the SmartPay program, we customized a vMeet platform to allow presentations of uploaded, pre-recorded sessions followed immediately by live question-and-answer sessions. This event ultimately attracted over 4,500 participants who attended more than 96 training sessions across the three-day event. Of note, PSA had only **two months** to transition this event from fully in-person to fully virtual, and was able to accomplish this effort to the high satisfaction of GSA SmartPay program personnel.
- **National Institute of Allergy and Infectious Diseases:** PSA holds a 5-year contract with NIAID to provide travel management and meeting support services. Because of the COVID-19 shutdowns, multiple NIAID meetings have been transitioned by PSA to virtual platforms. These include all Board of Scientific Counselors events, Data Safety Monitoring Board meetings, and Data Science Workshops. Numerous NIAID researchers have been able to continue collaborative efforts across the country during these difficult times because of the support PSA has provided to NIAID in transitioning all events to a virtual environment.
- **Commercial Law Development Program:** Part of the Department of Commerce, CLDP involves international policymakers, legal experts, economic authorities, and dignitaries from countries around the world in an effort to develop countries' economic laws and policies in order to strengthen business relations between the United States and partner countries. These events are extremely complex: PSA manages over 200 events per year for CLDP, each of which requires extensive translation and real-time interpretation support. PSA has now begun deploying the WebEx platform for CLDP in order to continuously support their meetings during travel-limited times. In addition to managing virtual events for international participants, PSA is integrating the real-time translation/interpretation requirements inherent to CLDP meetings into the virtual platform.

**C.2 VIRTUAL EVENT SUPPORT**

The key to executing a successful virtual event is not just picking a platform, but knowing how each platform aligns with specific programmatic needs to best fit a given event. That is where PSA comes in—our extensive experience in virtual event management coupled with our 33+ years of HHS Federal meeting management gives us significant insight into how best to align platform recommendations to Governmental needs and objectives.

We work closely with our customers to help them figure out not just the best type of platform to launch the event, but also who the prospective audience is, what functionality is needed from a technology standpoint, and what pre and post event needs are present (such as posting presentations, providing access to documents, etc.). We also look at the quality control requirements inherent to a given project—for larger, multi-breakout session or long-lasting collaborative events, quality control is an imperative given the volume of information communicated during the meeting.

We also look to support all the particulars of an event, such as providing video editing, closed captioning, a Section 508-compliant portal, and more. No matter the need for a virtual event, PSA can not only support it, but align it against programmatic objectives to ensure the meeting is a resounding success.

**C.3 FEATURED VIRTUAL EVENT PLATFORMS**

PSA has experience with deploying numerous virtual event platforms for our Federal customers and has the capability to work with any platform on the market that the Government might consider using. In our experience, there are several market leaders that often align with Government needs and objectives: WebEx, Zoom, Microsoft Teams, and Adobe Connect. Below we list some key functionalities present in each platform:

Functionality	Zoom	WebEx	Teams	Connect
Web Conferencing	✓	✓	✓	✓
Videoconferencing	✓	✓	✓	✓
Audio Conferencing	✓	✓	✓	
Call Me for Attendees	✓	✓		
Waiting Room w/ Admin Controls	✓	✓		✓
Secure Rooms for Authorized Attendees	✓	✓		✓
Virtual Rooms/Concurrent Sessions				✓
Available on Computers and Mobile Devices	✓	✓	✓	✓
Audience Management Tools	✓	✓		✓
Interface with Enterprise Calendar Systems	✓	✓	✓	✓
Screen Share	✓	✓	✓	✓
Custom URLs	✓			✓
Personal Meeting IDs (Permanent Personal Room)	✓	✓		
Cloud/MP4 Recording	✓	✓	✓	✓
Video Recording	✓	✓	✓	✓
Audio Transcription	✓	✓	✓	
Toll-Free Call-in Number	✓	✓	✓	
Microsoft Office Suite Interface	✓		✓	
Whiteboards	✓	✓		✓
Customizable Platform	✓			✓
File Sharing	✓	✓		✓
Audience Engagement Tools	✓	✓		✓
Analytics and Surveys	✓	✓		✓
Storage	1GB	1GB	None	150GB

Ease of Use	Easy	Easy	Easy	Complex
Level of Technical Support Included	Phone/Web	Web	Web	Phone/Web
Time Limits?	None	24 hours	None	None
Countries Supported	90+	56	196	107
Languages Supported on Platform Interface	8	18	44	13
Quality of Service for International Events	Medium	<b>High</b>	Medium	Medium
Concurrent Users	300	200	300	1,000
Cost	Low/Med	Low/Med	Low	Low/High

**Exhibit 1. Feature Comparison of Industry-Leading Virtual Event Platforms**

Each of the recommendations above has nuances that make a platform more suited for a particular type of meeting. For example:

- For small, working group events (less than 25 participants) where collaboration, document/screen sharing, and open communication are key, **Teams** is a good recommendation because of its ease of use within smaller groups of participants.
- Medium-sized collaborative events (25-50 participants) can be effectively handled by any platform recommended above, though **Zoom** and **Teams** offer perhaps the simplest platforms to meet these needs. In our experience, events above 50 participants should start considering audience control functionality, as it can be difficult for designated speakers to reach their audience without controls like a Global Mute or Hand Raising function.
- Larger-scale, formalized standing advisory committee meetings that need more audience control functionality might benefit from **WebEx** instead, particularly as event sizes grow and the need to be able to assign speakers/presenters and employ audience controls during this time grows. WebEx is also well-suited for multiple breakout session events with large plenary session gatherings.
- For stylized events that feature few breakouts and only a couple of presentations at a time, **Adobe Connect** is a strong choice simply because of the extensive feature set available to presenters and the Government in both building presentations and executing the event overall. We have found, however, that this platform becomes quite expensive as additional simultaneous presenters are added and thus recommend consideration in specific circumstances.

Finally, it is important to consider international participants and events when recommending platforms. In our experience, **WebEx** is the leading platform to consider for international events due to its ease of communication between participants and its lack of delay or lag in video/audio feeds for events. This is the platform we are currently deploying with CLDP and it has met with significant success.

**D. CONCLUSION**

COVID-19 continues to present unique challenges to the important and collaborative work conducted by NIH and the Government at large. Virtual events offer a promising and effective solution to remediating those challenges, but they themselves entail numerous complexities that need to be appropriately addressed when applying this solution. As demonstrated above, numerous platforms offer different kinds of functionality appropriate for different event types, styles, and objectives. What is needed then is an event management company that can guide a prospective virtual event from conceptual stages into a final product that is reflective of programmatic objectives while being a highly accessible and engaging event in its own right. With numerous years of experience in virtual event management, PSA is prepared to provide exactly this type of support to our valued NIH customers.

PSA appreciates the opportunity to present our corporate capabilities on virtual event support. For additional information or to speak directly with one of our professional staff about these services, please feel free to contact us at any time. We look forward to being of service.

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