

The DC Event Planner Market Expansion

Establishing Marketing Tactics to expand
market reach within Corporate, Government,
and Personal sectors



GWU Consulting Team



Hilal Uyanik

Project Manager



Carly Craffen



Grace Li



Sheena Liang

Initiating a Market Expansion Strategy for The DC Event Planner

Executive Summary

Network Expansion

Analyzing customer segments and utilize federal SBA & OSDDBU liaisons. LinkedIn, and one-pager business proposals

GOALS

Establish an marketing tactic that will target federal and corporate organizations while also developing a new virtual engagement strategy

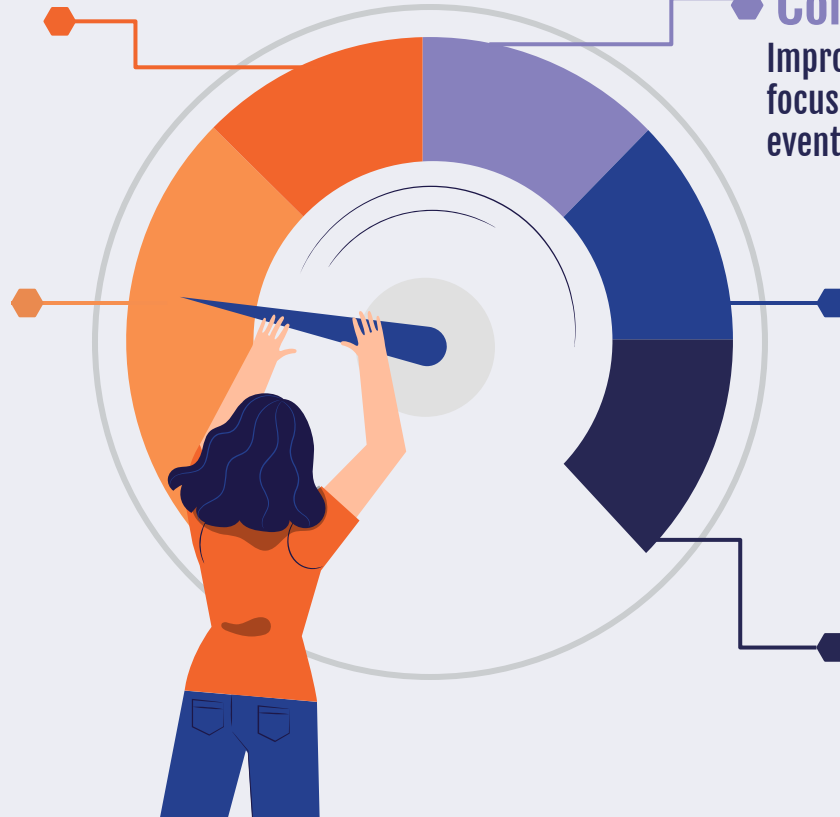
Competitive Analysis

Improving competitive edge through focusing on website redesign and virtual events presence

Web-Based Analytics

Examine inconsistencies within Google analytics to establish Google and social media ads in order to target users in the DMV area, a clear call to action, and increase return on users through email lists, regular content publication, and referral programs

Conclusion





01 Network Expansion

Recommendation #1: Analyzing customer segments and utilize federal SBA & OSDBU liaisons, LinkedIn, as well as one-pager business proposals to expand network

Analyzing Each of the Customer Segments to expand DC Event Planner's Network

Network Expansion

Government Event Planning

- High Profile Meetings
- Events include international leaders, diplomats and government officials from other countries
- They have distinct goals

Corporate Event Planning

- Includes private organizations, businesses, corporations and political parties
- Typically large with high revenue potential and high chances of repeat businesses
- High expectations in terms of quality and creativity

How does Government Event Planning and Corporate Event Planning Differentiate?

Network Expansion



Entering the Segment

Corporate events are much easier to enter versus government events where they are much harder



Certifications

Corporate events don't require the event planners to have certifications whereas the government requires it



Security Clearance

Corporate events may not require as much as security. Government will also require a clearance for the event planner

Creating a client outreach spreadsheet to expand DC Event Planner's Network

Network Expansion

Linkedin Connections

- Created a list of LinkedIn connects to build a network with government agencies and corporations
- Allows you to message these connections and get the name out there

Federal Agency's SBA & OSDBU Liaisons

- Gathered a list of Small Business Association liaisons for government agencies
- Also includes a list of the liaisons at the Office of Small & Disadvantaged Business Utilization liaisons
- Makes it easier to contact government agencies



LinkedIn Connections for Government Agencies and Corporations

Network Expansion

Federal or Corporation	Name	Company	Position	Email	Optional: Phone #
Federal	Sherri Diehl	Maryland Department of Commerce	Director of Marketing	sherri.diehl@maryland.gov	(410)-767-6835
Federal	Nayomi Hettiarachchi	The Greater Bethesda Chamber of Commerce	Director of Marketing, Communications & Events	nayomi@greaterbethesdachamber.org	
Federal	Paula Panissidi Tavares	US Small Business Administration	Director, office of marketing and customer service	Paula.Tavares@sba.gov	
Federal	Michael Collins	US Small Business Administration	Lender Relations specialists	michael.collins@sba.gov	(410)-244-3341
Federal	Sheila Holman	United States Postal Service	Head of Marketing		
Federal	Kristy Lockhart	General Services Administration	Branch Chief, National Marketing & communications division	vendor.support@gsa.gov	
Corporate	Emma Crutschfield	Deloitte	Senior Event Coordinator		
Nonprofit	Rebecca Soloway	National Archives Foundation	Special Events Associate Manager		
Federal	Victoria Tabifor	US Department of State	Event Program Manager		
Federal	Hillary McElroy-Hamm	US Chamber of Commerce	Director of Events		
Federal	Lais Ribeiro	DC Chamber of Commerce	Program Coordinator		
Corporate	Jessie Jacobson	Accenture	Meeting and Event Planner		
Corporate	Lynda Shepherd	IBM	Event Manager		
Federal	Helena Hollo	US Army	Event Planner		
Corporate	Sally Parkhurst	Capital One	Senior Associate, Corporate Events		
Corporate	Jacqueline Wisniewski	Booz Allen Hamilton	Event and Recruiting Associate		
Federal	Jaimee Freeman	US Air Force	Event Planner and Project Manager		
Corporate	Chris Helton	Microsoft	Business Program Manager		
Federal	Brandee Reed	DC Office of the State Superintendent of Education (OSSE)	Program Officer		
Corporate	Noha Zeitoun	Counterpart International	Program Manager		
Federal	Anna-Elise A.	US Army	Plans Officer		
Federal	Justin Perry	WWC Global	Program associate		
Corporate	Esther Owolabi	Google	Diversity & Inclusion Program Manager		
Corporate	James Fougere	A Better Funding	CEO		
Corporate	Jordan Christensen	Airport Cooperative Research Program (ACRP)	Senior Program Officer		

Federal Government Agencies SBA Liaison and OSDBU Liaisons Contacts

Network Expansion

Federal Government Agency Name	SBA liason Name	SBA Liason #	SBA Liason Email	OSDBU Liason Name	OSDBU Liason #	OSDBU Liason Email
Department of the Interior (includes Bureau of Land Management; Bureau of Reclamation; Fish and Wildlife Service; Indian Affairs; National Park Service; Office of Surface Mining Reclamation and Enforcement; US Geological Survey)	Jeanne Poovey	703-964-3528	Jeanne_Poovey@ibc.doi.gov	Mark Oliver	(202) 208-3493	driskosc@state.gov
Bureau of Prisons						
Centers for Disease Control and Prevention				Gwendolyn Miles	(770) 488-3042	gwendolyn.miles@hhs.gov
Department of Agriculture	Michael Baltzgar	(202) 821-8180	michael.baltzgar@sba.gov	Dexter L. Pearson	(202) 720-7117	Dexter.Pearson@osec.usda.gov
Department of Defense				Andre Gudger	(571) 372-6191	Andre.Gudger@osd.mil
Department of Energy	Michael Baltzgar	(202) 821-8180	michael.baltzgar@sba.gov	William Valdez	(202) 586-7377	William.Valdez@hq.doe.gov
Department of Health and Human Services				Michelle Street	202-260-7461	Michelle.Street@hhs.gov
				Linda Waters	202-690-8457	Linda.Waters@hhs.gov
Department of Education	Martina Williams	(202) 365-1940	martina.williams@sba.gov	Kristi Wilson	(202) 245-6300	Kristi.Wilson@ed.gov
Department of Commerce	Lucas Payne	(304) 844-2378	lucas.payne@sba.gov	LaJuene Desmukes	(202) 482-1472	L.Desmukes@doc.gov
Centers for Medicare and Medicaid Services				Anita Allen	202-640-0264	Anita.Allen@hhs.gov
Department of Homeland Security	Bernard Durham	(202) 510-0292	bernard.durham@hq.dhs.gov	Kevin Boshears	(202) 447-5555	Kevin.Boshears@dhs.gov
Department of Justice	Lucas Payne	(304) 844-2378	lucas.payne@sba.gov	Bob Connolly	(202) 616-0521	Robert.L.Connolly@usdoj.gov
Department of State	Joshua Blow	(202) 424-9806	joshua.blow@sba.gov	Shapleigh C. Drisko	(703) 875-6822	mark_oliver@ios.doi.gov
Department of the Army				Tracy L. Pinson	(703) 697-2868	Tracy.pinson@us.army.mil
Department of the Navy	Michael Baltzgar	(202) 821-8180	michael.baltzgar@sba.gov	Sean Crean	(202) 685-6490	Sean.crean@navy.mil
Department of Transportation	Lucas Payne	(304) 844-2378	lucas.payne@sba.gov	Brandon Neal	(202) 366-1930	
Department of Veterans Affairs	Lucas Payne	(304) 844-2378	lucas.payne@sba.gov	Tom Leney	(202) 461-4300	Brown.JeanetteL@epa.gov
Department of the Treasury	Martina Williams	(202) 365-1940	martina.williams@sba.gov	Dan Tangherlini	(202) 622-2826	
Department of the Interior	Tammy Birdsong	(202) 420-8929	tammy.birdsong@sba.gov	Mark Oliver		driskosc@state.gov
Department of the Air Force				John Caporal	(571) 256-8052	

Establishing a One-Pager is Key for Growth Through Providing an Easy to Read Cohesive Business Proposal

Network Expansion



Clarity

Compressing a business proposal into one page will establish better clarity of thought and improves business owners understanding of their business as well as aiding in being able to identify loopholes

Easy to Read

One-pagers are a standard within the industry due to its straightforwardness as well as it's time saving component

Attention Grabbing

Investors & potential clients may see hundreds of business proposals a day so a one-pager is designed to engage and entice the viewer on the service

One-Pagers Include Topics Such as: Business Model, Company Introduction, Metrics, and Strategy

Network Expansion

Content Standards



One-Pager Examples & Templates

Network Expansion

Event Planner Template One Pager

This page covers the single page template of event planner. It includes the basic information of organizing the charity event for the social cause highlighting the event details, coordinator information, event specification and timing of event performance



Specifications	Equipment Required	Comments : Available in-house, speaker will provide, etc
	Lighting	Your Text Here
	Sound	Your Text Here
	Microphones	Your Text Here
	Stage	Your Text Here
	Opening Ceremony	2pm-3pm
	Cultural Performance	3-4pm
	Chief Guest Speech	4-4:30pm
	Closing Ceremony	4:30- 5pm

By Founder of Organization
Your Text Here
Your Text Here

Event Details

One Pager Marketing Sheet for a Product

This one pager shows a marketing sheet for a product with details such as product name and product description, available product colors, product features and product cost, client reviews, product visuals and product offers, product competitive features etc.

Product Name

Demi Note 7 Pro (Mobile Phone)

Product Description

- Demi Note 7 Pro provides the user with an efficient and luxurious smartphone experience. It has a powerful 2.4 ghz qualcomm snapdragon 680 ale octa-core processor, a (12 MP + 3 MP) dual-rear camera, a massive 17-cm (6.4) fhd+ dot notch display and features such as AI scene detection, face unlock etc.

Available Product Colors

- Grey
- Sunset Purple
- Add color here

Product Features

- Android v9.1 OS with snapdragon 680
- Corning gorilla glass
- 4500 mAh battery
- Quick Charge
- Add feature here
- Add feature here

Product Cost

- \$ 200

Client Reviews

Client 1	Client 2	Client 3	Client 4
Picture quality is superb. Price is also affordable.	Looks are mesmerizing. Takes very less time to charge.	Add text here	Add text here

Product Competitive Features

- 4 GB RAM and 64GB Storage
- Ambient light sensor
- Rear fingerprint scanner
- Proximity sensor
- Dual SIM
- Add competitive feature here

Product Offers

- ✓ Get 10% discount on XXXX Debit Card
- ✓ Get 1500 cashback on XXXX credit card
- ✓ Add offer here

Product Visuals



Legal Disclaimer

- ✓ The Product is subject to XXXX City Jurisdiction Only
- ✓ City Code - XXXXXXXXX

One Pager Human Resource Annual Report

This one pager shows the overview of human resource company highlighting the company mission and vision, its global presence, company achievements, performance snapshot, and financial progress of company

ABOUT US:

- We are a global leader in human resource service industry headquartered in Seattle, USA. We help candidates with certified jobs, and developing their skills to have a meaningful career.
- Add few lines about company overview

MISSION AND VALUES

MISSION To provide clients with range of services in job positioning, resume services, recruitment and outsourcing and outplacement

VISION Text Here

VALUES Text Here

FINANCIAL PROGRESS IN 2020

Profitable market share gains We continue to gain profitable market share gain in Region 1, 2 and 3.

Candidates Recruited In 2020, the total candidates recruited is 2,75,789 as compared with 2,15,987 in 2019

Candidates Recruited Text Here

CLIENT TESTIMONIALS

Add client testimonial here
"Add client name"

Add client testimonial here
"Add client name"

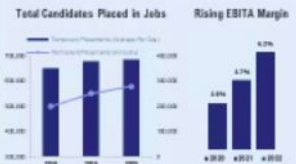
Our Strategic Future Outlook

Add key strategic priorities here

OUR GLOBAL PRESENCE



THREE YEAR COMPANY ACHIEVEMENTS



PERFORMANCE SNAPSHOT





02

Competitive Analysis

Recommendation #2: Improving competitiveness through focusing on website redesign and virtual events presence

Direct Competitors



DC Event Planner

Evokedesign &
Creative

Sidem, LLC

Decibel Event
Management

Perfect Planning
Events



Weddings;
Corporate events;
Government events;
Celebrations

Bar/Bat mitzvah;
Life events

Weddings X

Presidential events;
Trade shows;
Theater events;
Brand activations

Stationery items;
Government
events X



Instagram
Pinterest
Facebook
Yelp

Twitter
Yelp X

N/A

Twitter
LinkedIn
Youtube

LinkedIn

(shown on
website)



Evoke Design & Creative

Sidem, LLC

Strengths

- Experience in planning parties for the Embassy
- Large followers' base in social media account

- Recent contracts with government agencies
- Website's inclusive of event descriptions

Weaknesses

- Value proposition of "Luxury event planning"
- Push weddings more than they push corporate events

- No social media platform featured on website

Decibel Event Management

Perfect Planning Events

Strengths

- Creative and fun website design, including chatbot
- Extensive portfolio of corporate and federal events each with descriptions and video

- Active presences in social media platforms
- High quality of pictures for each event in portfolio

Weaknesses

- Information on website could be hard to digest
- Youtube videos' views are low

- Not much awards & accolades

SWOT ANALYSIS FOR DC EVENT PLANNER

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
<ul style="list-style-type: none">• Experienced event planning team• Positive customers response• Diverse event planning services• Presences in multiple social media platform• Awards and accolades	<ul style="list-style-type: none">• Showcase capabilities on the website• Lack of reputation in planning government and corporate events	<ul style="list-style-type: none">• Market's continuous need for event plannings<ul style="list-style-type: none">◦ entering embassy• Room for growth to build a more dominant online presence for customers• Networking opportunities	<ul style="list-style-type: none">• High competition- Limited spots for small businesses

Organized Gallery Pics and Videos for Corresponding events

Showcase capabilities on website - Content example

ENJOY VIEWING THESE CURATED HIGH-TOUCH EVENTS BY PERFECT PLANNING EVENTS.



Birthday & Adoption
Celebration

Ritz Carlton Tysons Corner
RLJ Photography



Corporate Anniversary
Gala

Mayflower Hotel Autograph Collection
Washington DC
Ana Isabel Photography



Baby Shower: Love You
to the Moon and Back

Fostr Collaborative Georgetown
Capital Films Photo & Video



Showcase team's professionalism on website

Showcase capabilities on website - showcase professionalism / personality to build connection example

all around the world.

[FIND OUT MORE](#)

KAITLYN HOSTETLER

SENIOR EVENT PLANNER



As an event planner and Evoke Design & Creative's Director of Marketing, Kaitlyn Hostetler brings with her a strong background in design, marketing and public relations.

[FIND OUT MORE](#)

STEPHANIE ECONOMIDES

SENIOR EVENT PLANNER



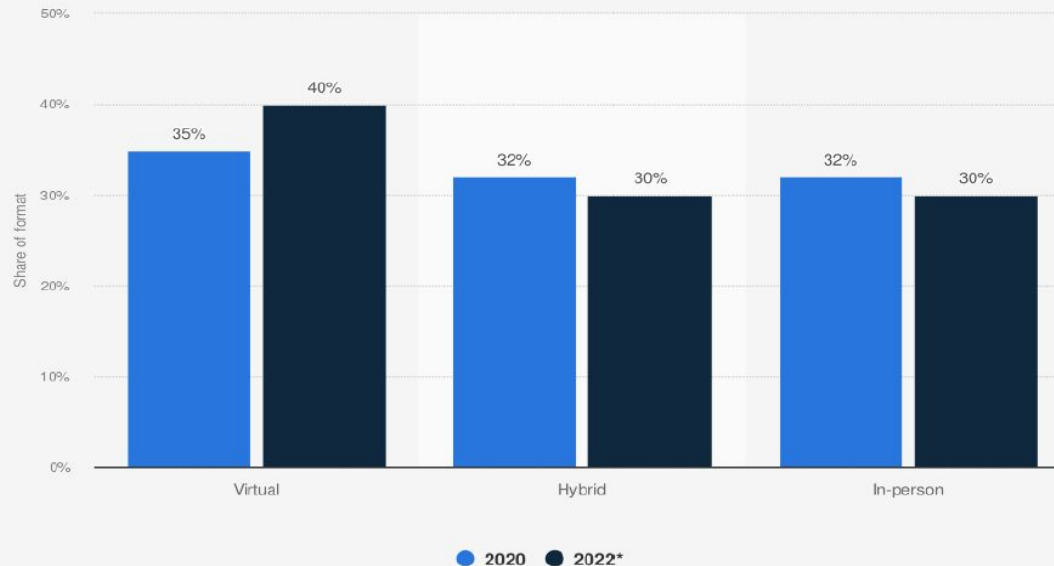
Stephanie Economides has a passion for her native Washington, D.C.'s unmistakable energy and timeless elegance.

[FIND OUT MORE](#)

Virtual events are skyrocketing with an overall increase in usage from 2020

Virtual Events Analysis

Distribution of marketing events worldwide in 2020 and 2022, by type



Source
Salesforce.com
© Statista 2022

Additional Information:
Worldwide; Salesforce.com; May 4 to June 3, 2021; 8,227 respondents; among marketing managers

Establishing a larger virtual events presence

Virtual Events Analysis

94%

Of organizations are planning virtual events in
2022

\$2.3 Trillion

Expected value of the global events industry in
2026 due to virtual events

61%

Of organizations plan to increase their investment
on virtual events in 2022





03

Web-Based Analytics

Recommendation #3: Examine inconsistencies within Google analytics to establish Google and social media ads in order to target users in the DMV area, a clear call to action, and increase return on users through email lists, regular content publication, and referral programs

Summary



Observations



Solutions



Observation 1

High Bounce Rate

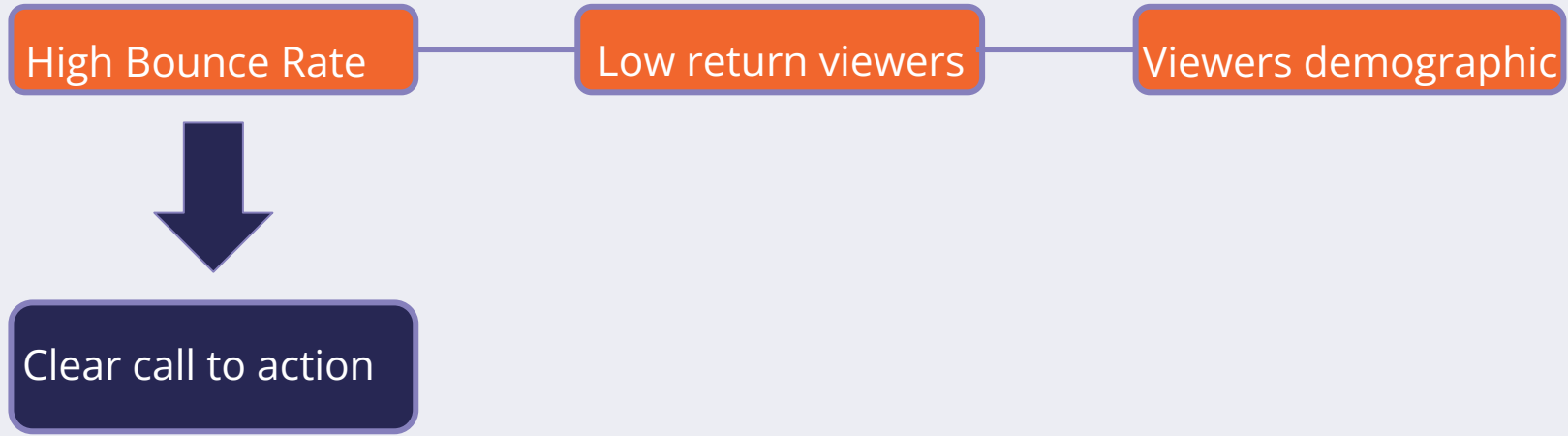
Low return viewers

Viewers demographic

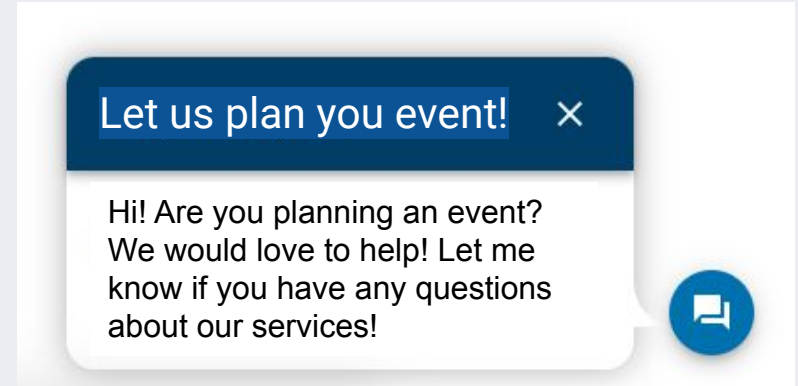
the percentage of users
viewed only a single page



Solution 1



Solution 1: Clear Call To Action



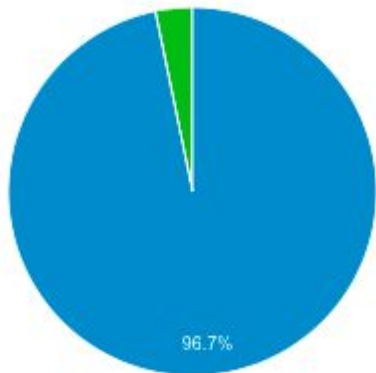
Observation 2

High Bounce Rate

Low return viewers

Viewers demographic

■ New Visitor ■ Returning Visitor



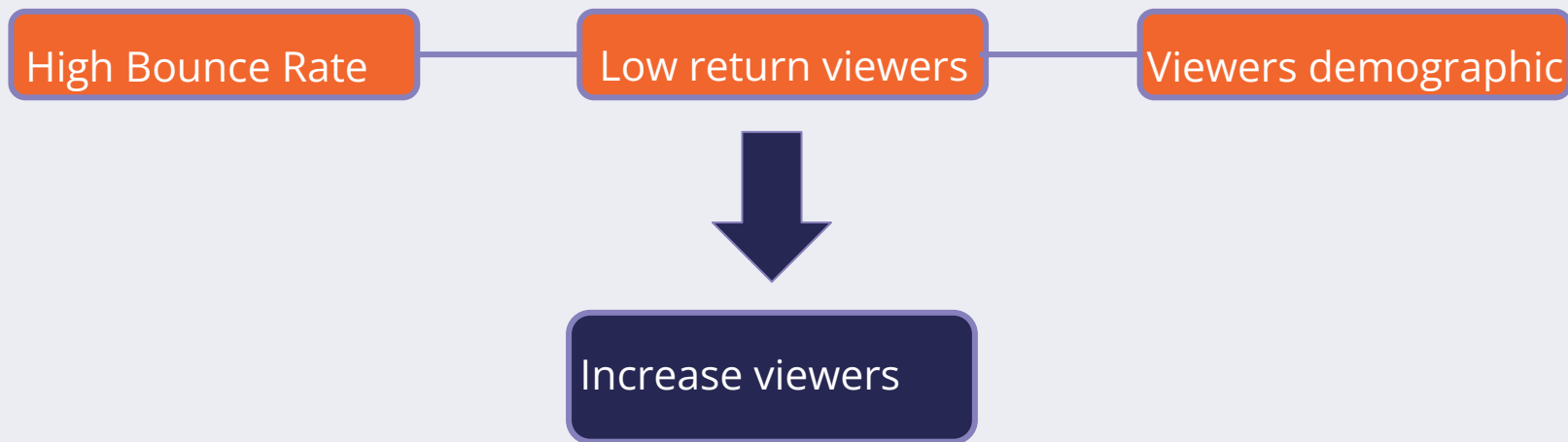
Pageviews

739

Unique Pageviews

717

Solution 2



Solution 2: Increase return viewers

Returning visitors will have a 75% higher chance of making a purchase than a new visitor

Loyal customers

Powerful brand

Expand network



Have an email list



**Publish content to
blog regularly**





**Set up a referral
program**

Observation 3

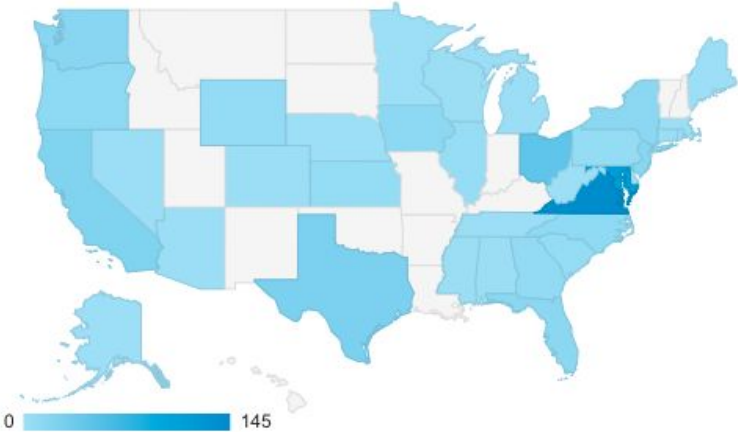
High Bounce Rate

Low return viewers

Viewers demographic

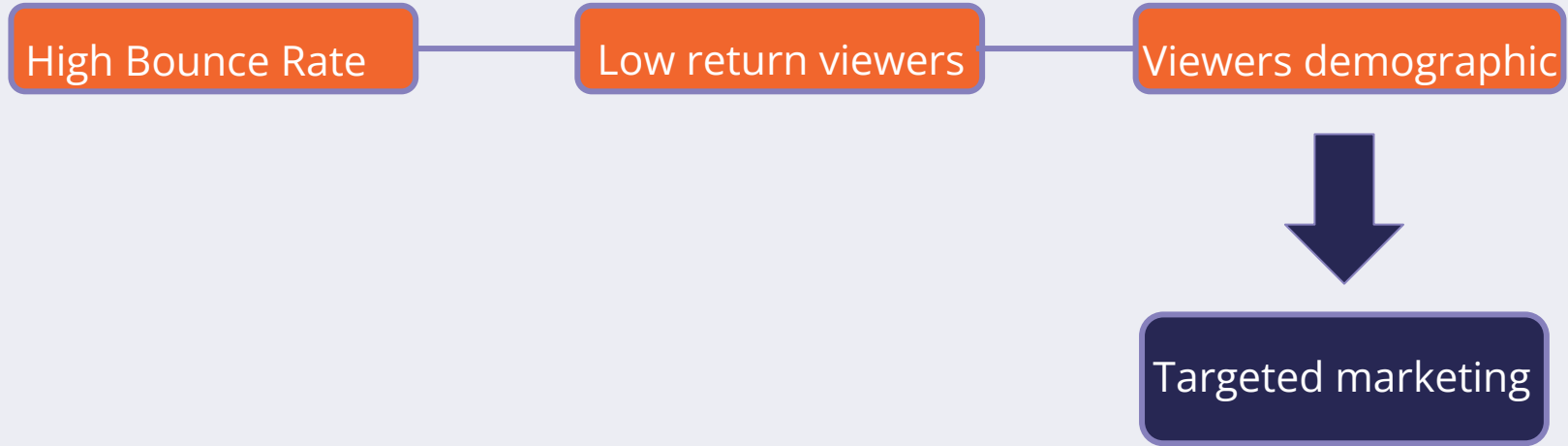
	Country	Users	% Users
1.	 Germany	439	<div><div></div></div> 72.92%
2.	 United States	133	<div><div></div></div> 22.09%


All Users



1.	 District of Columbia	
	Mobile Traffic	65
	Direct Traffic	55
	Multi-session Users	18
2.	 Maryland	
	Mobile Traffic	55
	Direct Traffic	30
	Multi-session Users	15
3.	 Virginia	
	Mobile Traffic	49
	Direct Traffic	73
	Multi-session Users	17

Solution 3





Solution 3: set up targeted ads that specifically reach DMV users

Content Targeting

- Topics
- Placement
- Keywords
- Display expansion for search

Useful links

- [Set up Google Ads](#)
- [Targeting ads introduction](#)
- [Google Display Retargeting Ads](#)

Audience Targeting

Reach people based on:

- Demographic
- Their interests and habits
- What they're actively researching
- People who've already interacted with your ads, website, or app and may return → retargeting ads





Final Recommendations

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Analyzing customer segments and utilize federal SBA & OSDBU liaisons. LinkedIn, and one-pager business proposals

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Web-Based Analytics

Examine inconsistencies within Google analytics to establish Google and social media ads in order to target users in the DMV area, a clear call to action, and increase return on users through email lists, regular content publication, and referral programs

Thank you for your time!

Any questions?