



# DIGITAL EVENT MANAGEMENT



**A TRUSTED PARTNER**  
that simplifies your transition from  
in-person to digital events.

**BETAH means “trust and confidence,” which we build and maintain through exceptional client experiences.**

## WHO WE ARE

BETAH Associates, Inc., (BETAH) is an award-winning professional services firm with a track record of providing exceptional client experiences. Our core competencies are communications and creative services, meeting and event management, and peer-review services. We are a minority- and woman-owned small business that has been recognized twice on *Inc. Magazine's* list of fastest-growing companies in the nation.

## Time, budgets, and travel constraints are driving a rapid shift from in-person to digital events.

BETAH ensures that seamless transition. Our team of certified meeting professionals (CMP) and digital event strategists (DES) prioritizes engaging attendee experiences by delivering creative content that is relevant to how people interact. We help clients plan and implement any type of virtual event experience from panel reviews, webinars, and webcasts to large-scale virtual conferences with multiple breakouts and digital poster presentations. By creating access for remote audiences, our execution strategy maximizes event ROI and generates tangible engagement metrics to prove it.

## WHAT WE OFFER

### + Strategy and Event Design

- Needs Assessment
- Engagement Strategies
- Platform Research and Recommendations
- Platform Sourcing and RFP Support
- Security and Accessibility Assessments

### + Event Branding

- Digital Branding and Design
- Video Production
- Website Design
- Materials Development
- Virtual Exhibit Halls and Booth Creation

### + Program and Project Management

- Goal Development and Measurement Plans
- Timeline Management
- Digital Event Marketing and Outreach
- Supplier Contract Negotiation and Coordination
- Vendor Engagement and Management
- Registration Support and CMS Integration
- Organizational Policies Compliance
- 508 Compliance
- Client Engagement and Communications
- Budget Development and Management

### + Event Pre-planning

- Speaker Coaching and Training
- Attendee Support and Training
- Content Management

### + Event Management and Production

- Facilitation and Moderation
- Gamification Implementation
- Reporting and Transcription
- Interpretation and Translation
- “Day of” Event Production Management

### + Post-Event

- Cost Reconciliation
- Attendee Survey and Analysis
- Best Practices Capture
- ROI Analysis

WE FOCUS ON THE DETAILS, **SO YOU DON'T HAVE TO.**

## CLIENT SERVICE SNAPSHOTS

- Transitioned a major bio-pharma company's domestic and international in-person meetings to digital events during the COVID-19 crisis.
- Coordinated with client and partners to develop a triage system for cancelled meetings; assessed events to be supported by client owned, self-service, web-based solutions (such as Webex and Skype) versus events that needed fully managed solutions.

## OUR CLIENTS

**BETAH has provided the following clients with project management and event support:**

- **U.S. Department of Health and Human Services**
  - Administration for Children and Families
  - Administration for Community Living
  - Centers for Disease Control and Prevention
  - Centers for Medicare & Medicaid Services
  - Health Resources and Services Administration
  - Office of Infectious Disease and HIV/AIDS Policy
  - Office of Minority Health
  - Office of Population Affairs
  - National Institutes of Health
    - National Institute on Aging
    - National Heart, Lung, and Blood Institute
    - National Human Genome Research Institute
    - National Institute on Alcohol Abuse and Alcoholism
    - National Institute of Biomedical Imaging and Bioengineering
    - National Institute of Dental and Craniofacial Research
    - National Institute of Diabetes and Digestive and Kidney Diseases
    - National Institute of Mental Health
    - National Institute on Minority Health and Health Disparities
    - National Institute of Neurological Disorders and Stroke
    - National Institute of Nursing Research
    - National Library of Medicine
- **U.S. Department of the Treasury**
- **U.S. Department of Housing and Urban Development**
- **U.S. Department of Justice**
- **Maryland Department of Health**
- **Maritz Global Events**
- **Montgomery County Department of Health and Human Services**

# POWERED BY DECADES OF EXPERTISE

we create messages, events,  
and programs that matter.



## WORKING WITH BETAH

Clients can conveniently procure our services via the GSA Schedule and NIH BPA contract vehicles.

- **DUNS Number: 802894832**
- **Designation and Size:** Minority- and Woman-Owned Small Business (WOSB) 802894832

- **GSA SCHEDULE**  **Contract Holder**  
Contract GS-00F-218CA

### Multiple Award Schedule (MAS) Contract

- Marketing and Public Relations
- Business Administrative Services

**NIH Blanket Purchase Agreement (BPA)** provides a simplified method of procuring BETAH's services for awards up to \$500,000

### Select NAICS Codes

- 541611** Administrative Management and General Management Consulting Services
- 541613** Marketing Consulting Services
- 541810** Advertising Agencies
- 541990** All Other Professional, Scientific, and Technical Services
- 561920** Convention and Trade Show Organizers

## CONTACT US



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