

Conference Planning and Event Management

About Booz Allen

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for 95 years. Providing a broad range of services in strategy, operations, organization and change, information technology, systems engineering, and program management, Booz Allen is committed to delivering results that endure.

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Client organizations frequently use workshops and conferences as venues to share information or training, build stakeholder buy-in for new initiatives, or partner with industry. Achieving these objectives requires focused key messages and agenda topics, inspiring speakers and presenters, a multi-faceted marketing and promotion campaign, and appropriately branded event materials. Furthermore, a wide array of complex regulations govern how conferences may be conducted, as well as the huge variations in pricing and options hotels and other facilities offer. These legal, ethical, and fiscal complexities make hosting a conference or event a true risk management challenge that requires professional expertise.

Booz Allen can help you be ready for what's next

At Booz Allen Hamilton, a leading strategy and technology consulting firm, our consultants will ensure your conference, event, or meeting accomplishes all of your objectives. We have a strong track record of providing best value to our clients and their guests by planning and executing the entire experience. We base our offering on the Maslow's Hierarchy of Needs theory as a best practice.

Booz Allen understands that successful event planning and execution require organization, creativity, and attention to detail. Using a turnkey methodology and project management expertise, Booz Allen provides a full spectrum of consulting services for events of all formats and attendance sizes.

Our service offering

We offer the following conference planning and event management services:

Planning

- Assist in developing effective program agendas utilizing technical reach-back expertise as needed
- Develop the appropriate key messages for all event-related materials suited to diverse audiences
- Utilize project management tool sets to manage timelines and budget
- Negotiate best value with facilities and vendors
- Integrate Department of Defense (DoD) protocol and contractual requirements for planning and event execution
- Develop audience-specific promotional and marketing materials
- Recruit dynamic keynote speakers and subject matter experts
- Develop and host websites suitable for event promotion and registration management
- Develop marketing/promotional campaigns utilizing mass media (e.g., print, radio, TV, Internet)

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Execution

- Provide professional on-site support with appropriate domain knowledge
- Create and deliver the appropriate training message and materials
- Offer professional facilitation services for team building and mediation
- Provide domain-knowledgeable personnel for note-taking services

Evaluation

- Furnish the appropriate tools required to measure and evaluate event success and to help prepare for follow-on events
- Provide detailed analysis on meeting content, logistics, attendance, and delivery of key messages

The following figure illustrates our approach to ensuring participants receive all event key messages and that the event program adds value for all participants.



Experience and expertise

We have supported hundreds of conferences and events in numerous formats and venues for the DoD, US Air Force, US Army, and Department of Homeland Security. These events have won numerous awards and commendations. Booz Allen has also established a Community of Practice within the firm dedicated to sharing best practices, tools, and intellectual capital relative to conference support and event planning. We have a network of vendors and small business partners that supplement our services and help offer best value to clients.

Whether you're managing today's issues or looking beyond the horizon, count on us to help you be ready for what's next.