

PUBLIC INFORMATION

CLIENT INFORMATION



INTEGRATED MARKETING SERVICES

Management Engineering Associates, LLC (MEA) delivers public relations services in support of missions and programs. Our clients require responsive, high quality multi-disciplined marketing, media and information services in varying degrees, from small-scale to broad-based efforts to complete outsourcing.

We provide **all-inclusive public relations support**. MEA supports all phases of outreach, from conceptualization to full implementation of public information systems.

These services encompass:

- ▶ Full service, all-inclusive Marketing, Media and Public Information Services
- ▶ Market Research
- ▶ Web Site Creation and Maintenance, including Webcasting
- ▶ Trade Shows/Exhibits and Conference/Events Planning. Audio/Web/Video Conferencing
- ▶ Press and Public Relations
- ▶ Public Education and Marketing
- ▶ Radio and TV Public Service Announcements
- ▶ Commercial Photography
- ▶ Commercial Art and Graphic Design
- ▶ Videotape and Film Production, Computer Visualization

ADVERTISING SERVICES

These services promote public awareness of the agency's mission and initiatives, public understanding of complex technical and social issues, dissemination of information to industry and consumer advocacy groups and engaging in recruitment campaigns. This SIN encompasses various advertising methods to include advertising objective determination, message decision/creation, media selection and advertising evaluation. Typical tasks involved in the development and execution of an advertising campaign may include:



- ▶ Advertising objective determination: Providing consultation services that identify the direct objectives to develop strategies for conducting the advertising campaign in order to provide the best methods of public education. Typical tasks associated with this phase include the identification of the target market, their response and target frequency to align with available budget.
- ▶ Message decision/creation: Accomplishing the advertising objectives to develop the advertising message and corresponding collateral.
- ▶ Media selection: Conducting market research to identify the appropriate media vehicle (print, radio, television, etc.) in promoting the agency's message.
- ▶ Outdoor Marketing and Media Services: Promoting agencies' advertising and integrated marketing efforts. Types of services may include painted and/or electronic displays; posters; billboards (both standard and electronic); banners; bulletins; balloons; skywriting; and bumper stickers. Assembling, repairing and maintaining displays may be required.
- ▶ Broadcast Media (Radio, TV and Public Service Announcements (PSA)): Promoting public awareness and/or preparing the consumer market for a product or service. These services may cover the full spectrum of services necessary from conception to implementation of the broadcast media. Examples of typical tasks are: development of radio or television announcements; creative development of draft scripts and storyboards; TV monitoring; paid advertising; media buying; instantaneous satellite services; and ad placement verification services.
- ▶ Advertising evaluation: Effectively measures the success of the advertising campaign through various methods.

PUBLIC RELATIONS SERVICES

MEA provides customized media and public relation services encompassing the development of media messages and strategies in addition to suggested media sources for placement of campaigns. We can prepare media materials including background materials, press releases, media alerts, speeches and presentations, and press kits. We execute media programs that include press conferences, distribution of press materials, scheduling broadcast and/or print interviews, and media buying services such as instantaneous satellite services.



Related services may fall under the following headings:

- ▶ Conducting Press Conferences
- ▶ Scheduling broadcast and/or print interviews
- ▶ Press, Public Relations and Crisis Communications
- ▶ Media Training: Training of agency personnel to deal with media & media responses
- ▶ Media Alerts
- ▶ Press clipping services

MEA is proud to offer executive coaching in how to most effectively present the agency's mission to the public. We provide support for sustained outreach and crisis management, public presentation training, facilitation, and spokesperson services. Coaching enhances presentation skills. Such characteristics as nervousness, tone, volume, posture, body language, body movement, facial expressions, eye contact, articulation, stamina and more can individually be addressed and adjusted to maximize the spokesman's effectiveness with any of the agency's constituencies. In special situations, we can also serve as the agency's Public Information Officer (PIO).

These services assist the agency to direct, clarify and correct its organizational mission so that under fire, all of its staff are on the same page and can respond to any situation because they know the direction of agency mission and feel comfortable in going there. We are available to assist the organization in any stage of its relationship with the public. If the agency is working on themes, campaigns, responding to disasters or is only maintaining general good will in a community setting, we are right there with you. Whether it is subsistence management or crisis management, we help to anticipate, prevent, prioritize, respond, handle or clean up the situation.

Whether we support your Public Information Officer or we *are* your PIO, we represent your organization's mission accurately and in a manner responsive to the needs of the media, the community, and the environment in which you are working. We work with the agency to assess the community climate and insure public relations success. We are available 24 hours a day, 7 days a week to be there -- when you need us and our services the most.

WEB MARKETING SOLUTIONS



E-Government has become the choice of agencies wanting to more efficiently deliver public services. Management Engineering Associates is particularly experienced in advancing the performance of E-Government initiatives. Federal agencies are embracing this method for more economically serving and informing citizens. The web provides the *media* for e-government. Through their web sites, far-sighted agencies are supplying the public with services at a minimum cost. This SIN provides the mechanism to launch these initiatives. Webcasting is facilitated. Section 508 compliance is inherent.

Emerging GIS, CAD, and telecommunication technologies also have enormous implications for streamlining service delivery. MEA specializes in helping public agencies to take advantage of information sciences. Our team is comprised of professional Software Engineers, Programmers, and Database Designers. We also have a team of design and animation experts. We are experienced on a number of software platforms and have implemented major projects in Java, JSP and ASP. We have numerous clients who have used our services to E-Commerce enable their websites.

MARKET RESEARCH AND ANALYSIS

MEA reviews, revises and/or develops customized strategic marketing plans that will formulate short and long-range initiatives to increase public awareness of products, services, and issues. MEA identifies the best target audience and – working with the target audience indicated – establishes measurable marketing objectives, determines market trends and conditions, identifies appropriate strategies and recommends tactics to meet those objectives. Market trend prediction and analysis may be conducted.



Other types of services may be contracted such as leading focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results. Call center operation is included to provide information to the public via inbound toll-free telephone service, and/or outbound telemarketing.

VIDEO/FILM PRODUCTION

MEA is pleased to introduce exceptional expertise in computer graphic imagery and animation. We are prepared to provide a broad array of consulting and production services, focused around high-resolution 3-dimensional modeling and animation. Our services include the development of complete computer graphic solutions for visualization, film & video production, multimedia development, and Internet/web content. We create the visual communication necessary to ensure accurate perception and mutual understanding of a concept, design or product.



Before



After

We provide videotape and film production services in order to inform the public and public agencies about the latest products, services, and/or issues. Videotape and film production includes writing, directing, shooting, arranging for talent, narration, music and sound effects, duplication, distribution, video scoring and editing. Formats include 16mm film, 35 mm film, betacam, CD-ROM, DVD, and/or VHS. We can film in studios, on location, live shows, or events.

These services help people from all groups communicate more effectively. Because we create computer graphics and animations in several different media forms (video, multimedia, visualization, and Internet/web), we aid people and companies in very flexible, user-friendly methods of communication.

The ability to help audiences visualize something is powerful. When describing or depicting an abstraction (such as the effects of removing a dam, for example), words of explanation, text and inanimate sketches are often times not persuasive or clear. We can create a view of the waterway after the dam has been removed. We can animate the picture and show the water movement, how the environment has been effective, aquatic life affected, and completely move around and through the scene. We simply leave no more guesswork for the audience. They will not leave the room with several different mental visions of what was just discussed. We create tools that can completely communicate an idea or concept.

Visualizations can be used to depict:

- ▶ Structures such as bridges, dams, buildings, etc.
- ▶ Products or specialized tools & equipment
- ▶ Land forms natural and simulated

Typical presentations may include:

- ▶ Interactive presentations of large or small concepts
- ▶ Virtual reality walkthroughs and simulations
- ▶ Creative video production, 3-dimensional graphics and special effects

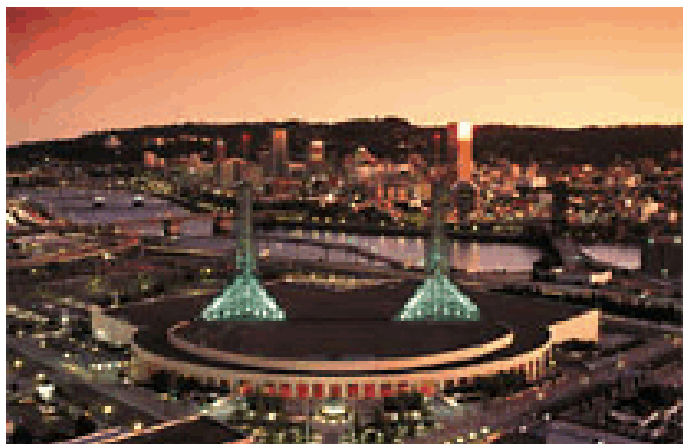
Visualization may be used in multimedia and web based presentations. The objective is to create effective communication for the products, services, activities, and contacts of selected agencies via the Intranet/Internet/world-wide-web. The information disseminated in the web sites will be accessible to each agency itself, the general public, and outside organizations. Services provided can include development, maintenance, and administration of selected web sites on a per-project or ongoing basis.

With the emergence of new technology allowing the streaming of video and playback of interactive media, we are well positioned to provide services to all Federal agencies. We can provide these, and more traditional graphic solutions, to government agencies wishing to position themselves more prominently on the world-wide-web.

We have extensive experience in the development of web sites and content for many organizations – including, Dunk.net, SalesGuy.com, and Edifecs.com.

CONFERENCE EVENTS AND TRADE SHOW PLANNING

We provide a full range of trade show and exhibit services including the design, planning, management, construction, mobilization, and implementation of all associated elements. MEA has responded to a growing need in the Federal Government to provide facilities and support for *audio conferencing, web conferencing and video conferencing* as the speed, cost and security benefits of these pathways become more widely recognized. A cohesive and coordinated team effort is expected to ensure an efficient process and quality product.



The MEA team has extensive experience in the development of trade show and exhibit graphics (printed & electronic) for a broad range of clients including Compaq, Motorola, Microsoft, Panasonic, and Baxter.

COMMERCIAL PHOTOGRAPHY SERVICES

We specialize in image-building photography for clients in corporate, government, health care and industrial sectors. MEA professionals have been making photographs commercially for thirty years. We have invested heavily in digital imaging and electronic image processing. These tools provide an advanced degree of control and freedom, and place us at the forefront of digital photography technology.

Because digital imaging is so immediate, we can email photos to the client so that they can be instantly viewed. Further, we can expertly retouch to combine images, restore old images, intensify color, sharpen, add contrast and optimize images for publication – for the internet or a high-gloss brochure.



COMMERCIAL ART AND GRAPHIC DESIGN

Graphic Design is a key element of web design, outdoor marketing, direct mail and videotape/film production. MEA applies brand, human factors and interactive experience to position agencies as leaders in their sphere. We bring targeted experience ranging from advertising, branding, conceptual/graphic design, human factors, usability engineering, information architecture and user interface design within the energy, financial and government sectors.



MEA professionals have played leadership roles in web, print, and television, including corporate identity, multimedia, conceptual design execution, and ergonomics.