



Capability Statement

www.washingtonresource.com

With more than 20 years of experience, **Washington Resource Associates (WRA)** is recognized for its expertise in helping clients achieve mission success. WRA produces high quality virtual and in-person conferences, public-private partnerships, education and training programs and manages communications, reporting and white papers. WRA manages a wide variety of live and online formats including conferences, webinars, panel discussions, roundtable discussions, table top exercises, public-private partnerships, as well as developing new models of collaboration and new governance models.



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Core Competencies

Company Snapshot

Public Affairs Consulting Firm Specializing In:

Gov. Business POC: Dave Macklin
Phone: (703) 869-1300
E-Mail: dave@washingtonresource.com
Address: 309 Berry Street, Vienna, VA 22180
Work Area: DC, MD, VA, and national in webinar platform

- **Event Management**
(Virtual & In-Person)
- **Innovative Program Development**
- **Logistics & Coordination**
- **Communications**
- **Reports, White Papers & Position Papers**
- **Graphic Design & Video Production**
- **Collateral Production: Signs, Banners, Posters, Logos, Folders, and Press Kits**



Past Performance

- Peraton: 2019 Border Security Symposium | Value: \$150,000**
Job Detail: Planned, organized, produced and reported on day long in-person symposium. Managed all aspects of the event, including topics, logistics, crowd building, speakers, invites, marketing, collateral material design, production and printing, catering, and producing videos and white paper.
- McAfee: Policy Roundtable | Value: \$400,000**
Job Detail: Organize, produce and report on over 50 events per year. Manage all aspects of the event, including topics, logistics, crowd building, speakers, invites, moderating discussion, marketing, collateral material design, production and printing, catering, and post event summaries.
- Oracle: 2020 AI Symposium | Value: \$150,000**
Job Detail: Planned, organized, produced and reported on day-long webinar. Managed all aspects of the event, including topics, logistics, crowd building, speakers, invites, marketing, collateral material design, production and printing, catering, and producing videos and white paper.

Differentiators

NAICS & PSC Codes

- Stellar reputation with government, industry, congressional, and academia
- 25 years of experience in organizing, producing and documenting public policy forums
- Pioneer in building new models of collaboration
- Recognized leader in developing engaging and effective programs in both in-person and virtual environments
- Producing and publishing videos, reports, and articles
- Marketing and promotions experience
- Distribution list of over ten thousand senior leaders in government, industry, and on Capitol Hill
- Recognized public policy expertise in homeland and national security, cybersecurity, federal IT modernization, artificial intelligence/machine learning (AI/ML), 5G, hybrid cloud, Internet of Things (IoT), supply chain, communications policy, trade, and privacy.

- 541820 - Public Relations Agencies
- 541430 - Graphic Design Services
- 541511 - Custom Computer Programming Services
- 541611 - Administrative Management and General Management Consulting Services
- 541618 - Other Management Consulting Services
- 541690 - Other Scientific and Technical Consulting Services
- 541910 - Marketing Research and Public Opinion Polling
- 541990 - All Other Professional, Scientific, and Technical Services
- 561210 - Facilities Support Services
- 561920 - Convention and Trade Show Organizers
- 611430 - Professional and Management Development Training
- R406 - Support - Professional: Policy Review/Development
- R408 - Support - Professional: Program Management/Support
- R410 - Support - Professional: Program Evaluation/Review/Development
- R425 - Support - Professional: Engineering/Technical
- R499 - Support - Professional: Other
- R699 - Support - Administrative: Other
- R708 - Support - Management: Public Relations
- R799 - Support - Management: Other
- U008 - Education/Training - Training/Curriculum Development
- U009 - Education/Training - General

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Gov Business POC

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