

Secretary of Labor Elaine L. Chao introduced keynote speaker President George W. Bush at the Women Entrepreneurship in the 21st Century conference.

BY CAROLYN HEINZE

Capturing the Entrepreneurial Spirit

Department of Labor event attracts high-profile speakers — and high security

According to the Small Business Administration, there are currently 9.1 million women-owned businesses in the United States. The employment and revenue rates in these companies, according to The Center for Women's Business Research, are growing more rapidly than the national average.

In an attempt to address this increasingly significant segment of the business community, the U.S. Department of Labor, the Small Business Administration, and The Public Forum Institute hosted the Conference on Women Entrepreneurship in

Streampipe.com oversaw the Webcast, which was in compliance with the new Section 508 code that requires Federal agencies to make electronic information accessible to people with disabilities.

"We served as the general contractor and event producer for the event," explains Bobby Peede, senior vice president at Event Strategies. "We coordinated everything from securing the venue to hiring for all the staging, lighting, satellite, Webcast, and all of the interactive functionality. We also did the online and on-site registration."

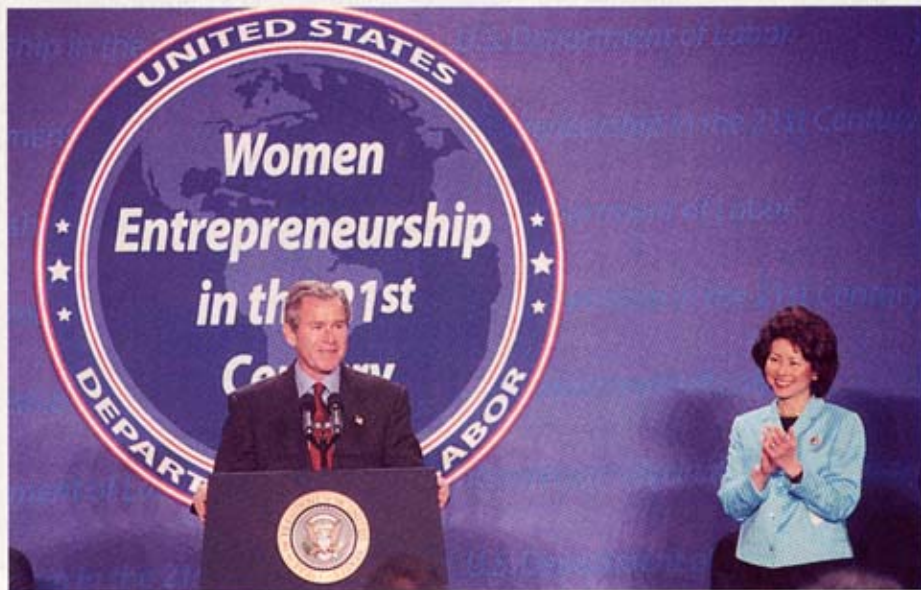
The event was broadcast live via satellite to four interactive remote locations, where remote audience members could fully participate in the proceedings. The Public Forum Institute coordinated a wireless audience response system, which enabled the hosts to take polls on site as well as at all four remote locations.

Tight security — the norm for government buildings, but even tighter during presidential appearances — meant that CPR's crew had to be well prepared. "The Ronald Reagan Building is a very high-security building. To get into the office area of the building you must go through magnetometers, X-ray machines, and all of that," Jeffrey Studley, president of CPR Multimedia Solutions, explains. "Getting into the loading dock and having your crew badged is a major part of doing any event in that building."

Last-minute changes, then, must be taken to account early on. "Security is of the utmost concern all the time," Studley says. "That obviously affects our time frames. We have to submit clearance lists detailing all of our personnel in advance. We have to factor in last-minute changes."

Studley pointed out that high-profile events such as this put his company in the spotlight. "If there is an event where you want to perform above and beyond your usual, it's one like this because it is so high profile. You are in front of the media as well as your immediate audience in the room. That is something that you have to think about."

For more information, contact Event Strategies, Inc. at 877-684-0025 or 703-684-0025, or visit www.eventstrategiesinc.com. Contact CPR Multimedia Solutions at 301-590-9400 or visit www.cprmmms.com.



the 21st Century earlier this year. The two-day event was held at the Ronald Reagan Building and International Trade Center in Washington, D.C., and featured appearances from Secretary of Labor Elaine L. Chao, Small Business Administrator Hector Barreto, and a keynote address from President George W. Bush. Event Strategies, Inc. coordinated the event, and CPR Multimedia Solutions provided the audio, video, and lighting systems.

Approximately 800 people attended the event the first day, and 1400 showed up on the next.

"The government is looking for the same thing that many of our corporate clients are looking for when they are doing an event," Peede says. "They are looking for a cost structure that is affordable to them. They want to be open to the public in different formats — especially through Webcasts, satellite broadcasts, and [interacting] with remote locations."