

Company Summary

- Established in 2003
- Woman-owned Small Business (WOSB)
- Under \$16.5M size standard
- DCAA-compliant accounting system
- DUNS – 139133230
- CAGE No. 3N5J3

Contract Vehicles

- GSA Professional Services Schedule (PSS): GS-10F-0365T
- OASIS Small Business Pool 1 – # 47QRAD20D1019
- NIH BPA – # HSN263200800077B
- CDMRP PATSS – # W81XWH-17-D-0003

Selected NAICS Codes

- 541690
- 541613
- 541611
- 519130

Our Vision

Be flexible with our people, essential to our partners, and exceptional for our clients.

Our Mission

Work Smarter.
Perform Better.®

Contact Information

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Virtual Events: Capabilities Overview

Does your in-person event need to pivot to incorporate virtual elements? Let Ripple Effect help you manage and execute the transition! We have deep experience supporting all types of events, from hybrid in-person events with virtual components to fully-virtual webinars, brown bags, and more. The ongoing COVID-19 pandemic has required us to adapt and bring virtual recommendations to our clients and partners; explore some of our capabilities, processes, and recent case studies below.

What are the Benefits of Hosting a Virtual Event?

A virtual event is one in which attendees, speakers, event organizers, and/or sponsors connect virtually through a digital environment. Hosting a virtual event affords organizations a cost-effective, environmentally friendly way to increase audience reach, engage stakeholders, and track real-time analytics on participation. Another option is a hybrid event, an in-person gathering that incorporates virtual elements such as live streaming, networking, Q&As, and polling.

Why Host an Event with Ripple Effect?

In-house Certified Government Meeting Professionals

Ripple Effect employs Certified Government Meeting Professionals (CGMP) and has a deep bench of in-house subject matter experts with experience organizing, facilitating, and evaluating successful events. Our Event Planning Team can organize and facilitate any event. Additionally, if your event focuses on scientific research or health care, Ripple Effect policy experts can also help with speaker selection and with shaping and developing relevant, engaging content for agendas. Our staff has long-standing relationships with venues and vendors, from audio/video to print and shipping to support your event needs.

Proven Processes to Ensure Your Needs Are Met

We have spent more than a decade building standard procedures, processes, and checklists that guarantee we can quickly ramp up event support to ensure our clients' needs are met in any platform. Here's a brief snapshot of how we do it:

Pre-event

- Identify meeting goals and objectives before choosing platforms
- Review web security features in virtual platform before providing a recommendation
- Determine the event's audience (*Is this a small targeted event or is there a larger audience? Do you need interactive sessions or breakout groups?*)
- Develop an agenda based on the audience to create relevant, engaging content
- Provide event logistics and event promotion support
- Host preparation calls to ensure speakers are comfortable with the technology
- Register and track event attendees

Event Day

- Provide real-time technical support, including video closed captioning
- Serve as point of contact and liaison between clients and vendors or attendees
- Moderate and facilitate conversations to encourage engagement

Post-event

- Host and archive virtual event, and related materials, on web platform for ad-hoc access, ensuring all materials are Section 508-compliant
- Report on analytics captured from events in real-time
- Develop and capture participant feedback
- Provide on-demand views of events

Custom Products, Technology, and Branding to Engage Attendees

Our team has used multiple products and technology to add value to our clients' events, including webinar software, smartphone apps, Twitter chats and walls, online registration systems, one-on-one scheduling software, live video streaming, post-event video editing, and live meeting polls. Our in-house creative team also provides branding support and designs graphics, materials, and content to maximally engage stakeholders.

Webinar and Workshop Support

Ripple Effect provides technical support for webinars, workshops and large-group virtual forums, meeting support for working groups, and event-planning. From scheduling to stakeholder outreach, vendor coordination to technical support, we can support all your event needs. Ripple Effect is well versed in many virtual platforms and can become proficiently quickly on your preferred platform, if needed.

Case Studies: Recent Events with Virtual Components

2019 Health Care Payment Learning & Action Network's Summit

Ripple Effect provides strategic communications support to the Health Care Payment Learning & Action Network (LAN), a public-private partnership aimed at accelerating the U.S. health care system's shift from fee-for-service payment models to alternative payment models (APM). Since 2016, we have provided conference management and logistics support for the LAN Summit, the LAN's hallmark annual event with more than 800 attendees. In 2019, we helped the LAN reach more stakeholders by recording and live streaming the Summit's opening and closing sessions, as well as plenary panels. The live stream was viewed remotely by more than 200 attendees in real time, and Ripple Effect archived the event footage on the LAN Summit website after the event concluded. We also continued to use the video content for social promotion for months following the Summit.

2019 HHS Office for Human Research Protections Exploratory Workshop

Ripple Effect provided meeting logistics coordination, travel coordination and reimbursement, and event-related materials development for a one-day in-person Exploratory Workshop for the Office for Human Research Protections (OHRP). The event was webcast to a larger audience, enabling a wider discussion on informed consent, privacy, and other concerns in biomedical research. Ripple Effect researched and implemented a new Q&A platform for virtual participation, provided on-site assistance, and helped OHRP garner over 5,000 virtual views, the majority of which occurred on the day of the workshop.

2019 Centers for Medicare and Medicaid Services (CMS) Public Meeting: Action Plan to Prevent and Manage Opioid Use Disorders & Substance Use Disorder, and Address Pain Management

Ripple Effect provided event management and comment analysis support to Centers for Medicare and Medicaid Services (CMS) for the Pain Management Task Force through a subcontract with the MITRE Corporation. With a quick ramp-up time of two months, the Ripple Effect Events Team worked with MITRE and the on-site events team at CMS to plan and execute an event for 100 in-person attendees and 220 attendees who participated virtually. The event offered multiple panel sessions and real-time polling to boost engagement among all attendees.

2017 Health Care Payment Learning & Action Network's Spring Forum

Ripple Effect provided event management support to CMS through a subcontract with the MITRE Corporation to execute the 2017 LAN Spring Forum. The event included stakeholder perspective panels and messaging from CMS leadership. We used polling and chats to increase attendee engagement. The Forum, hosted at Washington, D.C.'s Newseum, had a limited in-person audience. However, to help the LAN reach additional stakeholders, Ripple Effect coordinated and conducted a live broadcast to more than 700 attendees who participated virtually.

Tips for a Successful Virtual Event

1. Identify the right content to best engage the audience
2. Determine which features are a priority and select an appropriate platform
3. Incorporate interactive options