Media, Presentation, Workplace Communication and Business Writing Training

**Contract period:** December 9, 2019 through December 8, 2024

Contractor: Susan Peterson Productions, Inc.  
dba The Communication Center  
1825 K Street NW, Suite 225  
Washington, DC 20006

Certified Woman-Owned Small Business  
Telephone: (202) 463-0505  
FAX Number: (202) 463-0304  
Web Site: www.thecommunicationcenter.com

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage®, a menu-driven database system.  
The INTERNET address GSA Advantage® is: www.GSAAdvantage.gov

**2019 - 2024**  
Price List Schedule for – MAS  
Contract Number: **47QRAA20D002N**

**Sales Contact:**  
Alaina Goldense, COO  
202-463-1683  
agoldense@thecommunicationcenter.com

**Contract Administration:**  
Terry Acayan, CFO  
202-861-0469  
tacayan@thecommunicationcenter.com

Price list current as of Modification PS-0002 effective May 13, 2020.  
For more information on ordering from the Federal Supply Schedule click on the FSS Schedules at fss.gsa.gov
CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Number(s):

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>OLM</td>
<td>OLMRC</td>
<td>OLM – Order Level Materials</td>
</tr>
<tr>
<td>611430</td>
<td>611430RC</td>
<td>Training Services: Instructor Led Training, Web Based Training and Education Courses, Course Development and Test Administration</td>
</tr>
<tr>
<td>541820</td>
<td>541820RC</td>
<td>Public Relations Services</td>
</tr>
</tbody>
</table>

1b. Identification of the lowest priced model number for each SIN: See attached price list on page 24.

1c. Hourly Rates: N/A

2. Maximum Order: $1,000,000.00

3. Minimum Order: $500.00

4. Geographic Coverage (delivery Area): Domestic and Overseas

5. Point(s) of production (city, county, and state or foreign country): Same as company address

6. Discount from list prices or statement of net price: GSA Net Prices are shown on the attached GSA Price List. Negotiated discount has been applied and the IFF is included.

7. Quantity discounts: Yes

<table>
<thead>
<tr>
<th>Tier</th>
<th>Threshold Amount or 5 or more sessions pre-paid</th>
<th>Additional Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$30,000</td>
<td>5%</td>
</tr>
</tbody>
</table>

8. Prompt payment terms: 2%-20 days; Net 30; Information for ordering offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Yes

9b. Notification whether Government purchase cards are accepted or not accepted above the micropurchase threshold: Yes

10. Foreign items (list items by country of origin): None

11a. Time of Delivery (Contractor insert number of days): Specified on the Task Order
11b. Expedited Delivery: Contact Contractor
11c. Overnight and 2-day delivery: Contact Contractor
11d. Urgent Requirements: Contact Contractor
12. F.O.B Points(s): Destination
13a. Ordering Address(es): Same as company address
13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. Payment address(es): Same as company address
15. Warranty provision: N/A
16. Export Packing Charges (if applicable): N/A
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Contact Contractor
18. Terms and conditions of rental, maintenance, and repair (if applicable): N/A
19. Terms and conditions of installation (if applicable): N/A
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A
20a. Terms and conditions for any other services (if applicable): N/A
21. List of service and distribution points (if applicable): N/A
22. List of participating dealers (if applicable): N/A
23. Preventive maintenance (if applicable): N/A
24a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: N/A
24b. Section 508 Compliance: N/A
25. Data Universal Numbering System (DUNS) number: 107938557
26. Notification regarding registration in System for Award Management (SAM) Database: Contractor has an active registration in the SAM database. Cage Code: 1THM7
The Communication Center® / Susan Peterson Productions Inc. is a certified woman-owned and operated communication training firm centrally located in Downtown Washington, DC and nationally recognized in the areas of public relations media training, strategic communication, Confident Communication for Women, message development, presentation coaching, business writing, workplace communication skills and consulting.

Founded in 1983, The Communication Center® maintains a team of highly-qualified trainers with real-world experience in major media markets and corporate communication. From production and reporting for television, radio and print to handling public relations for major U.S. companies, our trainers have the expert knowledge to help spokespeople become more confident communicators with the media and with internal and external audiences in any setting.

**What differentiates us:** Our facilities are designed to accommodate a wide-range of scenarios our clients’ may face. With four training rooms and a two-camera digital studio, we can deliver customized formats for up to 35 participants. Our expert coaches and award-winning journalists can simulate a live media interview, remote interview or teleprompter/speech rehearsal in our television studio. **On camera rehearsal is a cornerstone of our training process.** Feedback provides participants with insights into their strengths and areas needing improvement.

We are conveniently located in the heart of Washington, D.C. Our offices are metro accessible from the Red, Orange, Silver and Blue lines at the Farragut North and Farragut West metro stops. In addition to our training team, we employ highly experienced staff members who are specialists in handling pre-training requirements, scheduling and logistics. Our four step preparation process ensures we deliver training with the highest quality.
A long list of clients includes officials of all levels in every industry, from the corporate world to government agencies. Major federal agencies that use the services of The Communication Center® include the National Institutes of Health, the Federal Aviation Administration, the Office of Inspector General, the Department of Health and Human Services the U.S. Department of Energy, Food & Drug Administration, National Oceanic and Atmospheric Administration, U.S. Courts, Congressional Budget Office and the Government Accountability Office. We have the practical experience and comprehensive understanding of government agencies, their communication structure, policies, regulations and operational mechanisms.

TCC’s Commitment to Excellence At The Communication Center®, we operate on the philosophy that training should be a positive, enjoyable and a safe learning environment for every participant. This dynamic helps participants learn and allows our trainers to create lasting relationships that extend beyond the training.

Through our GSA Schedule, we can provide Schedule users with comprehensive training services. Our commitment to excellence attracts clients from around the globe to TCC. We are committed to providing exceptional service by ensuring each training session contains the following elements:
• Client-centric
• Pertinent research
• Relevant and practical modules
• Constructive & nuanced individual critiques
• Experiential and transformational coaching

In order to remain as client-centric as possible, our trainings are custom-designed. We never deliver an “off-the-shelf” training. This unique approach to meeting the needs of our clients is what sets us apart from other training companies. Customized courses are built by listening to clients’ needs. For each program, we develop an agenda with modules catering to the goals and objectives of our clients.

We continuously strive to enrich our programs. After each course we review the post-training evaluations for areas needing improvement or segments where additional focus is needed. Each agency we work with faces different challenges, and our client-centric approach allows us to design programs that are nuanced and objective focused for individual and agency goals.

Pertinent research allows our coaches to also further customize the session to relate learning modules to the participant’s own unique roles and issues. It is often remarked that our trainers know the issues just as well as the client. To ensure each session is successful we do our research. Homework on the individual participant’s subject matter expertise is critical when delivering a successful course. Our coaching team develops pertinent media questions for mock interviews for each participant. Conducting pertinent research allows all communication coaching sessions to be tailored and specific. Real-world examples provide adult learning programs that are tangible and practical.

TCC delivers relevant and practical modules. We do not base our programs on theory-based lecture. We believe communication coaching should be action-oriented and layered with practical strategies that can be immediately applied to one’s position.
Labor Category Descriptions

541820 and 541820RC – Public Relations Services and 611430 and 611430RC - Instructor Lead Training

Lead Consultant/Creative Director - This category requires a master’s degree and a minimum of 15 years of experience in their field of expertise. Personnel in this category must be capable of leading and designing programs, managing project teams, serving as the principal client interface, and making significant technical contributions to projects. Excellent oral and written communication skills are required.

Senior Consultant – This category requires a bachelor’s degree in a related field and at least ten years applicable experience in a related field. Personnel in this category must be capable of contributing on project teams. They must be capable of making technical contributions to projects. This role provides group facilitation interviewing, training, and conducts additional forms of knowledge transfer. They may be under the supervision of the Lead Consultant or may work independently.

Associate/Junior Consultant – This category requires a bachelor’s degree in a related field and at least five years applicable experience or ten years applicable experience in a related field. Personnel in this category must be capable of contributing on project teams. They must be capable of making technical contributions to projects. The role provides group facilitation interviewing, training, and provides additional forms of knowledge transfer. They may be under the supervision of the Lead Consultant/Creative Director or the Senior Consultant or may work independently.

Analyst - This category requires a bachelor’s degree and a minimum of 7 years of experience in facilitation. Five years of specific experience facilitating project teams and groups is required. This role must be capable of contributing towards the development of meeting objectives and agenda creation. They must be capable of utilizing a variety of communication methodologies to interface with a group.

Project Manager  - This category requires a bachelor’s degree and a minimum of five years of experience in managing projects. The role must include expert knowledge in project management software commensurate with the size of the contract award. The manager must have excellent analytical, communication and writing skills.

Technology Specialist - This position requires a college degree and three years of experience in related fields. This role researches and analyzes data related to the engagement topic and applies government industry knowledge to determine the accuracy and reasonableness of data. The specialist then documents and summarizes the results to be used in developing client recommendations. This role also assists in developing work programs and implementing solutions to meet client needs, business studies, and interpretation of survey results.

Administrative Support** - This category requires a four year college degree and a minimum of five years of experience in a variety of administrative support functions. Must have strong organization and communication skills and the ability to work in a team.
environment. These services are included in the preparation of training materials, pre-training surveys, post-training surveys, workbook assembly, catering orders, room-setup, and other training logistics.

<table>
<thead>
<tr>
<th>SCA Matrix</th>
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<tbody>
<tr>
<td>SCA Eligible Contract Labor Category</td>
</tr>
<tr>
<td>Administrative Assistant</td>
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</tbody>
</table>

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide)."

541820, 541820RC, 611430 and 611430RC

Public Relations Services and Instructor Led Training Services, Web Based Training and Education Courses, Course Development

- Public Relations Services include but are not limited to providing customized media and public relations services such as the development of media messages and strategies; preparing media materials such as: background materials, press releases, speeches and presentations. Other related services may fall under the following categories:
  - Press, public relations and crisis communications
  - Media training - training of agency personnel to deal with media and media responses
- Instructor led training sessions may be structured as one-on-one individual coaching sessions, small group sessions, or large group with individual interactive break-out sessions or large group sessions with a speaker.
- Examples of past services provided include but are not limited to:

<table>
<thead>
<tr>
<th>Media Training</th>
<th>Workplace Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crisis Communication</td>
<td>Confident Communication for Women</td>
</tr>
<tr>
<td>Message Development</td>
<td>Assertive Communication Skills</td>
</tr>
<tr>
<td>Compelling Blogs</td>
<td>Business Writing</td>
</tr>
<tr>
<td>Podcasts</td>
<td>Personal Branding</td>
</tr>
<tr>
<td>Social Media</td>
<td>Voice Coaching</td>
</tr>
<tr>
<td>The Effective Pitch</td>
<td>Workplace Communication Skills</td>
</tr>
<tr>
<td>Training on Camera Talent</td>
<td>Strategic Communication</td>
</tr>
</tbody>
</table>

Presentation Training | Executive Communication Coaching
<table>
<thead>
<tr>
<th>Effective Public Speaking</th>
<th>Executive Coaching Packages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panel Moderation</td>
<td>(Available in 5 Hour and 10-Hour )</td>
</tr>
<tr>
<td>Meeting Facilitation</td>
<td>Presenting as a Leader</td>
</tr>
<tr>
<td>Personalized Distance Learning</td>
<td>Leadership Development</td>
</tr>
<tr>
<td>PowerPoint Coaching</td>
<td>Conflict Resolution</td>
</tr>
<tr>
<td>Presentation Workshop Coaching</td>
<td>Body Language</td>
</tr>
<tr>
<td>Speech Preparation</td>
<td>Persuasive Speaking Skills</td>
</tr>
<tr>
<td>Effective Storytelling</td>
<td>Meeting Management</td>
</tr>
<tr>
<td>Teleprompter Training</td>
<td>Negotiation Skills</td>
</tr>
<tr>
<td>Testimony Training</td>
<td>Decision Making Skills</td>
</tr>
<tr>
<td>Webinar Delivery</td>
<td>Strategic Thinking</td>
</tr>
</tbody>
</table>
Course Descriptions

(541820 & 541820RC) - Public Relations Services and (611430 & 611430RC) - Instructor Led Training Services, Web Based Training and Education Courses, Course Development

Media Training

Interviews can be high-stakes and high-pressure. Media Training at TCC is conducted by award-winning journalists who teach the critical skills needed to conduct successful interviews. From messaging to delivery techniques, this interactive training combines on-camera practice with current news examples to elevate our client’s abilities and ensure they speak confidently in their next media opportunity.

Our tailored media coaching sessions will let you practice fielding tough questions in our two-camera digital studio. Our coaches, many of them former journalists, will give you practical techniques and tested strategies to help you during your next exchange with a reporter.

TOPICS COVERED:

- ANALYZING THE REPORTER AND NEWS OUTLET
- TARGETING YOUR MESSAGES
- GIVING YOUR MESSAGES DEPTH AND CREDIBILITY
- CREATING QUOTABLE QUOTES
- MAKING COMPLEX INFORMATION UNDERSTANDABLE
- USING BODY LANGUAGE TO MAXIMIZE YOUR CREDIBILITY
- HANDLING DIFFICULT QUESTIONS

The Communication Center coaches will record interviews with you and conduct critiques, giving you tips to improve your performance. We can simulate any type of media interview: print, radio, or webcam. In our fully-equipped studio, we can replicate taped, live satellite, or ambush television interviews.

Crisis Communication

If you aren’t ready now, you aren’t ready. Like it or not, that’s the nature of crisis communications in the digital age. This course will teach you how to plan, even for the unexpected, and how to limit or mitigate damage should a crisis occur.

TOPICS COVERED:

- HOW TO QUICKLY DEVELOP EFFECTIVE MESSAGES
- HOW TO CAST YOUR ORGANIZATION IN THE BEST POSSIBLE LIGHT
- HOW TO HARNESS THE POWER OF TRADITIONAL AND SOCIAL MEDIA
- HOW TO STRENGTHEN YOUR REPUTATION ONCE THE CRISIS PASSES
In crisis communication, there are tested tactics and sound strategies to deploy, as well as pitfalls to avoid. This course explores the entire landscape through case studies. You will complete it with a checklist of steps you can take before a crisis occurs. Be prepared. The time to get ready for the next crisis is right now.

**Message Development**

Strategic message development is crucial whether you are crafting a presentation, a press event, an internal communication, or a social media post. In an interactive workshop, you will work with The Communication Center’s expert coaches to create new messages or update existing ones. We use audience analysis, brainstorming, and facilitated discussions to craft powerful, quotable messages that embody your goals and objectives.

**TOPICS COVERED**

- DEFINING YOUR KEY MESSAGES
- ANALYZING YOUR AUDIENCE
- CRAFTING CLEAR AND CONCISE WORDING
- GENERATING BUY-IN

In the session you will develop, test, and fine-tune messages that will serve and enhance your organization. Message development is useful for any organization that seeks to take complex information and distill it into more concise messages, any organization that wishes to refresh the rhetoric used to describe their work, or any organization dealing with a challenging issue requiring crystal clear messaging. Let’s work together to craft powerful messages that motivate and inspire.

**Compelling Blogs**

Anyone can blog. Advances in technology have made the mechanics simple and millions have taken advantage. Roughly 500,000 new posts appear every day! The Communication Center’s blogging session will give you tools to make your professional blog stand out in this crowded arena. You’ll learn tips and strategies to make your blog content compelling and dynamic.

**TOPICS COVERED:**

- DETERMINE YOUR BLOG’S PURPOSE AND VOICE
- CREATE POSTS THAT ARE FRESH, INFORMATIVE, AND ENGAGING
- ALIGN YOUR BLOG WITH YOUR ORGANIZATION’S MISSION AND GOALS
- INVITE PRODUCTIVE ONLINE CONVERSATIONS

Blog writing sessions are led by an experienced instructor and can be conducted with either small or large groups. Small group sessions provide the opportunity for individual critiques.
FORMATS

Podcast Coaching

Audio and video podcasts are powerful tools for disseminating information and ideas. Learn how to use them to maximum benefit with our coaches, including seasoned broadcast professionals. Our sessions will give you an opportunity to practice and polish your podcasts.

TOPICS COVERED:

- GRAB THE ATTENTION OF THE AUDIENCE AND KEEP IT
- HONE YOUR KEY MESSAGES
- HANDLE CHALLENGING Q&A
- COMMUNICATE CONFIDENCE AND CREDIBILITY WITH YOUR VOICE AND BODY LANGUAGE
- COPE WITH PRE-PODCAST ANXIETY

You will have multiple opportunities to rehearse your video or audio podcast in our two-camera digital studio. Reviews and critiques will help you conquer your individual communication challenges.

A PODCAST TO POST

After practicing your script and incorporating the suggestions of your personal coach, you will be ready to record in our on-site studio. You will walk away from this session with a finished podcast that is ready to post.

Social Media

HERE’S THE MESSAGE IN 140 CHARACTERS

Organizations that lack a well-crafted digital strategy and the social media tools to implement that strategy will be left behind. Social media is no fad, which is not to say that the technology should be used haphazardly. On the contrary, considerable thought and planning are required to develop an effective social media strategy that complements your existing messaging arsenal.

TOPICS COVERED

- HELP DRIVE FOLLOWERS, ADVOCATES OR CUSTOMERS TO YOUR CAUSE OR BUSINESS
- POSITION YOU AS A THOUGHT LEADER IN YOUR AREA OF EXPERTISE
- SPEAK WITH, LISTEN TO, AND ENGAGE WITH LARGE, DIVERSE AUDIENCES
- PREPARE YOU TO RESPOND INSTANTLY IN CASE A CRISIS ERUPTS

The class, adaptable for beginners or those already using social media, will also address:

Organizing your social media presence. Who’s responsible for creating content? Monitoring what’s being said? Responding to negative comments?
Selecting, understanding and utilizing the key components. What are you trying to achieve? Which tools best suit your needs?
Generating useful content and measuring results. Blog post or tweet? What return are you getting on your investment? How can you maximize your effort?
TCC’s social media class is designed to get you in the game or help you move to the next level.

**Effective Pitch Coaching**

What do reporters want? How can you catch their attention and persuade them that your pitch is worth a story?

Our trainers, former correspondents and producers themselves, will tell you what reporters are looking for and give strategic tips on when and how to approach them. In the course of this training, you will develop and deliver a pitch for your product or idea and get immediate feedback on whether it is effective.

**TOPICS COVERED**

- IDENTIFYING REPORTERS TO TARGET
- DEVELOPING RELATIONSHIPS WITH REPORTERS
- WHEN TO MAKE A PITCH
- HOW TO GIVE YOUR PITCH RICHNESS AND DEPTH
- WHAT TO DO IF YOU DON’T LIKE THE STORY

**Training On Camera Talent**

Are you ready for prime time? The Communication Center can help prepare you. We have former network anchors, reporters, producers, and directors on our coaching staff who will give you tools you need to be more successful on television, on radio, and on the web.

We will review your tapes, put you through your paces in our digital studio, and provide detailed reviews and critiques. You will become more comfortable and confident in front of the camera.

**TOPICS COVERED**

- PROFESSIONAL DEEMANOR AND BODY LANGUAGE
- BUILDING RAPPORT WITH THE AUDIENCE
- DELIVERY SKILLS
- ASKING EFFECTIVE QUESTIONS
- HANDLING DIFFICULT QUESTIONS

Our expert coaches will help you define and develop a distinctive style that will help propel you to the top.
Confident Communication for Women

Some women have trouble being heard in the workplace. We help them find their voice and project it. Confident Communication for Women gives participants practical tools for participating more fully in professional conversations. Through interactive exercises, role playing, discussions and videotaping, we explore how participants can express themselves most effectively.

TOPICS COVERED:

- FORMULAS FOR FRAMING YOUR THOUGHTS
- TECHNIQUES FOR BEING HEARD IN MEETINGS
- HOW TO BUILD CONSENSUS
- THE IMPORTANCE OF USING POWERFUL WORDS
- HOW BODY LANGUAGE CAN SUPPORT YOUR MESSAGES

The Communication Center is a woman-owned business and the majority of its coaches are women. Though they have varied work histories, all have expertise and insight into the professional challenges facing women.

Business Writing

Clear, accurate, and concise language is more valuable than ever in an era of shrinking attention spans and information overload. The Communication Center’s Business Writing course develops these skills through discussion and exercises. Our coaches give you personal feedback and practical tips that will help you tackle future challenges successfully.

TOPICS COVERED:

- EVALUATING KEY AUDIENCES SO YOUR PROSE ADDRESSES THEIR SPECIFIC INTERESTS
- ORGANIZING THOUGHTS TO GIVE YOUR DOCUMENTS STRUCTURE, IMPACT, AND COHESION
- COMMUNICATING COMPLEX INFORMATION CLEARLY
- EDITING COPY FOR STYLE, STRENGTH, AND READABILITY
- CONQUERING WRITER’S BLOCK
- ADDRESSING GRAMMATICAL CHALLENGES

We request that you complete a brief questionnaire and submit a writing sample before the course. This will help our coaches tailor the training to your needs and writing challenges.
Personal Branding

A strong, consistent, and positive personal brand can boost a career. The Communication Center will help you define your brand and show you how to build it through your appearance, your performance, your words, and your actions. Our coaches customize this course to reflect the culture and policies of your organization.

TOPICS COVERED:

- YOUR UNIQUE SKILLS IN THE WORKPLACE
- HOW TO HIGHLIGHT YOUR SPECIAL CONTRIBUTIONS
- HOW TO COMMUNICATE EFFECTIVELY WITH MANAGEMENT
- THE PROS AND CONS OF SOCIAL MEDIA
- HOW APPEARANCE CAN REINFORCE, OR DAMAGE, YOUR BRAND

Voice Coaching

Our coaches use examples and interactive exercises to create a dynamic and engaging session.

Used effectively, your voice can give your words power and impact. Used ineffectively, it can undermine your message and turn off your audience. Dr. Susan Miller will teach you how to get the most out of your voice. An expert in speech physiology, psychology, and voice therapy, Dr. Miller will show you simple techniques to give your words clarity and strength.

TOPICS COVERED:

- FINDING YOUR VOCAL POWER
- CONQUERING VERBAL FILLERS
- DEVELOPING VOCAL VARIETY
- PACING
- ACCENT REDUCTION

Communication: It’s Your Business

Your value as an employee, manager, or leader is determined by more than spreadsheets and metrics. Interpersonal skills also impact your success in the workplace. In "Communication: It’s Your Business", we discuss how your speaking, writing, body language, voice tone, delivery, and attitude all contribute to your professional brand. This course is popular with both management and administrative staff and has been delivered around the world by TCC. Our coaches customize the curriculum to match the culture of your country and your company.
In small group sessions, you will learn proven strategies and techniques to enhance your communication abilities in a variety of settings. "Communication: It’s Your Business", will help you facilitate more productive meetings, write more effective emails, give and receive feedback, and have positive face-to-face interactions with colleagues and clients.

TOPICS COVERED:

- BEING MORE PERSUASIVE IN ONE-ON-ONE AND GROUP INTERACTIONS
- INCREASING THE SUBSTANCE AND CREATIVITY IN MEETINGS
- MANAGING ALL TYPES OF Q&A
- MAKING CONCISE IMPROMPTU PRESENTATIONS
- OVERCOMING OBJECTIONS AND DEALING WITH CHALLENGING SITUATIONS
- IMPROVING YOUR PROFESSIONAL PRESENCE
- ESTABLISHING CREDIBILITY
- MAKING YOUR IDEAS STAND OUT

Facilitated discussion, hands-on individual exercises and group activities provide opportunities for everyone in the course to practice the techniques taught by our coaches. We work closely with you to develop a course that is appropriate for your organization and promotes its professional development goals.

Strategic Communication: Complexity to Clarity

TCC's Strategic Communication course offers a variety of techniques to help establish your credibility as a communicator and to help you distill a large amount of data into manageable messages. You'll learn to adapt your communications based on specific professional scenarios you're likely to find yourself, as well as tune into an outside audience's expectations. Strategic communication helps you focus on a larger picture of your professional landscape – and help you plan the key information you need to highlight at the opportune moment.

This course is designed with the technical professional and SMEs in mind. Today's world is filled with complex nuances, learn to communicate your achievements and explain to external audiences why your role is mission critical.

TOPICS COVERED:

- STRENGTHEN PROFESSIONAL COMMUNICATION SKILLS TO BETTER ARTICULATE YOUR MAIN POINTS
- CONSIDER THE "BIG PICTURE" WHEN COMMUNICATING – DIAGNOSE THE ELEMENTS OF A MESSAGE THAT SHOULD BE PRIORitized
- CRAFT CONVINCING AND CREDIBLE MESSAGES FOR COLLEAGUES AND SUPERIORS
- PROJECT CONFIDENCE AND MOTIVATE COLLEAGUES FOR A CALL-TO-ACTION
- LEVERAGE STORYTELLING FOR BUSINESS TO INSPIRE COLLEAGUES
- ENHANCE PERSONAL CONFIDENCE LEVEL THROUGH PARTICIPATION AND PRACTICE
- RESPOND TO CHALLENGING QUESTIONS WITH CLARITY AND COMPOsURE
Effective Public Speaking Presentation Training

Whether you are speaking at an internal meeting, a professional conference, or on a conference call, you need to be able to speak with authority and confidence. The Communication Center’s Presentation Coaching will give you the tools you need to accomplish this. You will be able to rehearse your speech in our professional studio and receive a personalized assessment of your performance. Our coaches will demonstrate practical strategies and techniques to make you more effective and comfortable.

TOPICS COVERED:

- GENERATE BUY-IN BY CONNECTING TO THE UNIQUE INTERESTS OF DIFFERENT AUDIENCES
- ORGANIZE INFORMATION CLEARLY
- DELIVER KEY MESSAGES WITH LASTING IMPACT
- USE STORIES AND EXAMPLES TO BE MORE COMPELLING
- MASTER BODY LANGUAGE, EYE CONTACT AND VOICE TONE
- ADDRESS CHALLENGING QUESTIONS WITH CONFIDENCE AND CONTROL

Whether you are participating in a private or group session, you will record your speech and receive constructive critiques with practical tips on how to improve your presentation and delivery. Our facilities allow you to practice with PowerPoint, teleprompter, and even a green screen. We can simulate a large lecture, an informal meeting, or a panel discussion. You will emerge from your training a more polished, concise, and compelling public speaker.

Travel will be handled in accordance with clause C-FSS-370. Costs for transportation, lodging, meals and incidental expenses incurred by the contractor are allowable subject to the limitations contained in the Federal Travel Regulations and/or Joint Travel Regulations. They should not be included in the offered prices and will be considered at the task order level.

Personalized Distance Learning

The Communication Center knows that your time is valuable. We also know that professional development helps strengthen your ability to propel your career. TCC has two online training programs designed for individuals who are looking for meaningful training that also balances the time commitment and professional development goals. TCC provides "Effective Public Speaking" and "Confident Communication for Women" via this online platform.

Our unique online platform allows you to stream video of TCC training modules, then upload your own practice recordings for feedback and critique direct from the coaches.

The course is self-paced with four 15 - 20 minute segments of TCC core presentation techniques. After completing each of the first three segments you will upload a video of yourself delivering a short presentation. Your trainer will evaluate the video within three business days and return it to you.
TOPICS COVERED:

- MANAGING SPEECH ANXIETY
- ANALYZING AUDIENCES STRATEGICALLY
- HOW TO CONNECT AND ENGAGE WITH KEY AUDIENCES
- EFFECTIVE BODY LANGUAGE AND VOICE TONE
- STORYTELLING AND PRESENTATION STRUCTURE
- HANDLING Q&A

You’re the Point – Not PowerPoint

The Communication Center wants to help turn your wordy, modest slides into visual aids that make a statement. Our PowerPoint coaching sessions are developed for either the actual presenter or the slide design team. The course may cover the general skills of presentation, delivery and design principles or target one presentation to edit and improve. During the course, you’ll discuss the challenges – both internal and external – of moving away from PowerPoint slides with too much text and complicated data. Our before and after examples from your own organization’s slides will inspire you as communicators and give you practical tips for how to deliver more compelling presentations with dynamic visuals.

MAKE IT AN INTERACTIVE WORKSHOP

TCC values practical training that allows you to walk away with new skills to immediately apply to your professional career. Our PowerPoint workshops are tailored for small groups of four to ten and begin with an introduction of slide concepts and best practices.

Our PowerPoint design team shows before and after ideas for your organization’s current slides, then gives your team time to work on designing their own slides. Facilitated by our PowerPoint specialists, your team leverages new strategies to design more creative, intriguing and memorable slides.

Presentation Workshop Training

Taking the time to create an entire presentation is a daunting task for many. The Communication Center’s newest offering removes the stress involved with creating a presentation, and helps individuals or small groups build a presentation from the ground up.

This is a three-day program designed to create an organized and well-structured presentation, complete with PowerPoint slides. Participants will work with a coach to analyze their target audiences to make the opening captivating, and the messages memorable. Participants also receive practice and critique from their coach to ensure they walk away feeling empowered to deliver a successful performance.
SAMPLE AGENDA:

DAY 1:
• Audience Analysis
• Message Development
• PowerPoint Storyboard
• Structure Outline

DAY 2:
• Narrative Development
• Opening and Closing Refinement
• PowerPoint Design

DAY 3:
• PowerPoint Refinement
• On-Camera Practice and Feedback
• Delivery Techniques

Speech Preparation

Whether you write your own speeches, or they are written for you, it is a challenge to find the tone, words, stories and examples that perfectly fit your message. Refining those elements and developing a smooth delivery takes practice. Our rehearsal sessions prepare you to deliver formal speeches to large groups. We will record and review your speech to ensure that your content and performance are hitting the target. Our two-camera studio allows you practice with PowerPoint and teleprompter.

TOPICS INCLUDE:

• CRAFTING AN OPENING AND CLOSING THAT MAKE A LASTING IMPRESSION
• USING EXAMPLES AND STORIES TO DELIVER INFORMATION IN A COMPELLING WAY
• CREATING EFFECTIVE VISUALS
• VOICE COACHING
• CONQUERING SPEECH ANXIETY
• GETTING THE MOST OUT OF TELEPROMPTER
• BLOCKING THE STAGE

Teleprompter Training

Delivering a speech with a teleprompter looks easy. It’s supposed to! But using this technology effectively and effortlessly takes practice. In The Communication Center’s two-camera digital studio, you can rehearse with the television anchor’s best friend... and master it. There are many formats to choose from. Come in for a half-day session to rehearse your
speech using the teleprompter, or work with a coach a few hours once a week to refine all aspects of your speech.

**TOPICS COVERED:**

- MAKING EFFECTIVE CONNECTIONS WITH YOUR AUDIENCE
- DELIVERING WITH ENERGY AND EASE
- WORKING WITH THE PROMPTER OPERATOR
- OVERCOMING TECHNICAL DIFFICULTIES

Your session will also address pacing, body language, eye contact, and appearance, preparing you to face any audience - and any kind of teleprompter - with confidence.

**Testimony Training**

There are few instances where credibility counts more than during congressional testimony. During this kind of high stakes appearance, it is important to project confidence and authority, speak with clarity and confidence, and express your points clearly and consistently. Our coaching sessions will give you strategies to effectively represent your agency or organization on Capitol Hill.

**TOPICS COVERED:**

- BUILDING YOUR EXECUTIVE PRESENCE
- DELIVERING MESSAGES EFFECTIVELY
- GENERATING BUY-IN FROM COMMITTEE MEMBERS
- HANDLING CHALLENGING QUESTIONS
- SPEAKING WITHOUT APPEARING TO READ FROM NOTES

This training will equip you to make a positive and memorable impression on one of the most demanding audiences there is: the Congress of the United States.

**Webinar Delivery**

Webinars are a great way to connect with people around the world. But if the content and delivery are not compelling, participants can be easily distracted by other work. Meet the challenge of connecting with an online audience through The Communication Center’s webinar coaching sessions. We will polish your delivery skills and demonstrate how you can engage your audience with customized content, exciting visuals, and opportunities for interaction.

**TOPICS COVERED:**

- SPEAK WITH AUTHORITY AND COMMAND THE ATTENTION OF YOUR ONLINE AUDIENCE
- DEVELOP MEMORABLE TAKEAWAY MESSAGES
- PAIR UNIQUE VISUALS WITH SOLID CONTENT
- ENCOURAGE AUDIENCE PARTICIPATION THROUGH WEBINAR TECHNOLOGY
At our training facility, we will record and critique run-throughs of your webinar. You will leave with hands-on technical experience that will help you feel prepared and in control when you click “start.”

**Executive Communication Packages**

Designed for the professional whose time is at a premium, the Executive Package is highly customized. It is chosen most often by C-Suite executives who want to improve their communications skills, advance their careers, and inspire their organizations.

**HOW IT WORKS**

Our 5, 10 or 20-Hour packages are divided into two-hour blocks over the course of a calendar year. A detailed assessment of your professional development goals plus your communication strengths and challenges will be used to formulate an individualized strategic training plan. Our coaches will use our unique building block approach to adult learning to expand your communication capabilities.

**TOPICS COVERED:**

Depending on your needs, and your communication roles and responsibilities, your Executive Package may cover:

- FORMAL PODIUM SPEECHES – WITH OR WITHOUT TELEPROMPTER
- POWERPOINT PRESENTATIONS
- EXECUTIVE PRESENCE
- LEADERSHIP
- MESSAGE DEVELOPMENT

Videotaping is an essential component of our coaching. You will see yourself as others do and our coaches will provide constructive feedback to improve your performance. After every session, we will send a video file of your latest practice recordings for you to review. Our studios are equipped with the latest technology to ensure you are prepared for real world scenarios.

There are many Executive Package options available. The Communication Center will create a training program that addresses your specific goals.

**Excellence in Communication: Presenting as a Leader**

As a business leader, you can’t escape the need for quality communication. Building your presence, persuasion skills and the ability to inspire can elevate your career path, and propel your organization to success. Learn how to expertly analyze your audiences to ensure your messages resonate, and how to easily adapt messages to different audiences for maximum impact.
This program will immediately enhance your business communication skills. Excellence in Communication: Presenting as a Leader is designed for managers, directors and rising business leaders to help enhance communication skills through relevant practice.

This two-day, interactive, Washington, D.C.-based course equips you with critical communication skill sets to prepare you for future communication opportunities, both internal and external. From presenting with confidence and clarity to structuring ideas and messages that are persuasive, you’ll obtain the personalized feedback and strategies critical to communicating with presence and authority.

TOPICS COVERED:

- Organize information and define key messages clearly and succinctly.
- Generate buy-in by connecting to the unique interests of different audiences.
- Analyze different audiences and determine the “What's In It For Me” factor.
- Maintain the flow and focus of any presentation.
- Craft effective openings and closings that leave lasting impressions.
- Address challenging questions with confidence and control.
- Think quickly under pressure, using pertinent and persuasive formulas.
- Become more polished and persuasive in delivery and tone.
- Use body language, pacing and eye contact to capture audience attention and maximize credibility.

The cornerstone of The Communication Center is customization. It is what makes our teaching methods so effective. We can offer most of the courses above individually or in large group sessions or combine pieces of several courses into a format to fit your organization’s needs. After discussing your needs in detail, we will compile an agenda and create a course specially designed for your unique media or presentation needs. In addition, for groups up to 25 people, participants receive a workbook that is appropriate for their session. We also have three published workbooks and produce customized workbooks in-house to ensure all areas are covered. This provides them with a resource they can refer to after the session is completed.

Pricing Narrative

The Communication Center maintains a commercial price list for non-governmental business contracts and invoicing. Given the custom nature of our media training and instructor led sessions, we utilize the price list to prepare quotes for services. Pricing discounts may be offered to non-profit clients, and our most-favored customers. However, the discount offered will never exceed the discount offered to the federal government. Volume discounts may also be offered; however, we are always conscious of the pricing offered in the GSA contract and never offer a non-government client any combination of discounts that exceed those offered to the government clients.

Pricing is valid for domestic and international training sessions. However, travel expenses are not included and are invoiced in accordance with clause C-FSS-370 Contractor.
Tasks/Special Requirements. Costs for transportation, lodging, meals and incidental expenses are allowable subject to the limitations contained in the Federal Travel Regulations and/or Joint Travel Regulations.

<table>
<thead>
<tr>
<th>Custom Public Relations and Instructor Led Session Formats</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>One-On-One Coaching</strong></td>
</tr>
<tr>
<td>Half Day (3.5 Hours)</td>
</tr>
<tr>
<td>Extended Half Day (5 Hours)</td>
</tr>
<tr>
<td>Full Day (7 Hours)</td>
</tr>
<tr>
<td>1-2 Hour Follow-Up</td>
</tr>
<tr>
<td>2 Day (14 Hours)</td>
</tr>
<tr>
<td><strong>Small Group</strong></td>
</tr>
<tr>
<td>Small Group Sessions (2 – 25 Participants)</td>
</tr>
<tr>
<td>Half-Day (3.5 hours)</td>
</tr>
<tr>
<td>Extended Half-Day (5 Hours)</td>
</tr>
<tr>
<td>Full-Day (7 Hours)</td>
</tr>
<tr>
<td><strong>Large Group Sessions (Up to 100 Participants)</strong></td>
</tr>
<tr>
<td>1 - 2 Hours</td>
</tr>
<tr>
<td>3 - 4 Hours</td>
</tr>
<tr>
<td><strong>Lunch and Learn/Webinars</strong></td>
</tr>
<tr>
<td>1 - 2 Hours</td>
</tr>
</tbody>
</table>
## APPENDIX B - Pricing

### GSA Pricing

Rates below are fully burdened for work performed at The Communication Center’s training facility in Washington, DC and do not include travel expenses to the client site or a location outside the Metropolitan DC area.

<table>
<thead>
<tr>
<th>Class Size</th>
<th>2 Hours No Camera</th>
<th>3.5 Hours No Camera</th>
<th>7 Hours No Camera</th>
<th>1 &amp; 1/2 Days No Camera</th>
<th>Two Full-Days No Camera</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 participant</td>
<td>$1,000.00</td>
<td>$1,506.00</td>
<td>$3,213.00</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>2 participants</td>
<td>N/A</td>
<td>$2,669.00</td>
<td>$4,225.00</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>3-6 participants</td>
<td>N/A</td>
<td>$3,438.00</td>
<td>$5,069.00</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>7-8 participants</td>
<td>N/A</td>
<td>N/A</td>
<td>$6,525.00</td>
<td>$8,788.00</td>
<td>$11,075.00</td>
</tr>
<tr>
<td>9-12 participants</td>
<td>N/A</td>
<td>N/A</td>
<td>$6,844.00</td>
<td>$10,481.00</td>
<td>$14,063.00</td>
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<tr>
<td>13-15 participants</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>$10,606.00</td>
<td>$15,219.00</td>
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</tbody>
</table>

### GSA Base Price - Includes IFF Fees

<table>
<thead>
<tr>
<th>Class Size</th>
<th>2 Hours With Camera</th>
<th>3.5 Hours - With Camera</th>
<th>7 Hours With Camera</th>
<th>1 &amp; 1/2 Days With Camera</th>
<th>Two Full-Days With Camera</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 participant</td>
<td>$1,088.00</td>
<td>$2,156.25</td>
<td>$3,862.50</td>
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<td>N/A</td>
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<tr>
<td>2 participants</td>
<td>N/A</td>
<td>$3,318.75</td>
<td>$4,875.00</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>3-6 participants</td>
<td>N/A</td>
<td>$4,088.00</td>
<td>$5,718.75</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>7-8 participants</td>
<td>N/A</td>
<td>N/A</td>
<td>$6,525.00</td>
<td>$9,787.50</td>
<td>$12,075.00</td>
</tr>
<tr>
<td>9-12 participants</td>
<td>N/A</td>
<td>N/A</td>
<td>$7,331.00</td>
<td>$11,006.25</td>
<td>$13,575.00</td>
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<tr>
<td>13-15 participants</td>
<td>N/A</td>
<td>N/A</td>
<td>$8,494.00</td>
<td>$12,750.00</td>
<td>$15,712.50</td>
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<tr>
<td>16-18 participants</td>
<td>N/A</td>
<td>N/A</td>
<td>$9,656.25</td>
<td>$14,493.75</td>
<td>$17,868.75</td>
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</table>

### Message Development Sessions - No Camera

<table>
<thead>
<tr>
<th></th>
<th>1-2 Hour</th>
<th>3-4 Hour</th>
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</thead>
<tbody>
<tr>
<td>Message Development</td>
<td>$3,000.00</td>
<td>$3,094.00</td>
</tr>
</tbody>
</table>

### Executive Package

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<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>10-Hour</td>
<td>$5,025.00</td>
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</tbody>
</table>

### Large Group Format - 1-25 Participants - No Camera

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Half-Day</td>
<td>$4,256.00</td>
</tr>
<tr>
<td>Full-Day</td>
<td>$7,163.00</td>
</tr>
</tbody>
</table>

All pricing above is applicable for domestic and overseas training sessions - travel outside the Metropolitan DC Area will be billed as incurred - subject to GSA Rate Policies.
APPENDIX C – Terms and Conditions

Terms and conditions applicable to the purchase of public relations (SIN 541820) and instructor led training services (SIN 611430)

1. SCOPE
a. The Contractor shall provide public relations and training services normally available to commercial customers.
b. The Contractor shall provide training at the Contractor’s facility and/or at the ordering activity's location, as agreed to by the Contractor and the ordering activity.

2. ORDER

Written orders, credit card orders, and orders placed under blanket purchase agreements (BPAs) shall be the basis for the purchase of services in accordance with the terms of this contract. Orders shall include information about the participants, services offered, period of performance and the contracted dollar amount of the services to be provided.

3. TIME OF DELIVERY

The Contractor shall conduct public relations or training services on the date (time, day, month, and year) agreed to by the Contractor and the ordering activity.

4. CANCELLATION AND RESCHEDULING

    c. The ordering activity will notify the Contractor at least seventy-two (72) hours before the scheduled training date, if the participants will be unable to attend. The Contractor will then permit the ordering activity to either cancel the order or reschedule the training at no additional charge. In the event the training class is rescheduled, the ordering activity will modify its original training order to specify the time and date of the rescheduled training class.

    d. In the event the ordering activity fails to cancel or reschedule a training course within the time frame specified in paragraph a, above, the ordering activity will be liable for the contracted dollar amount of the training course. The Contractor agrees to permit the ordering activity to reschedule a participant who fails to attend a training class within ninety (90) days from the original course date, at no additional charge.

    e. The ordering activity reserves the right to substitute one student for another up to the first day of class.

    f. In the event the Contractor is unable to conduct training on the date agreed to by the Contractor and the ordering activity, the Contractor must notify the ordering activity at least seventy-two (72) hours before the scheduled training date.
5. FORMAT AND CONTENT OF TRAINING

g. The Contractor shall provide written materials (i.e., manuals, handbooks, texts, etc.) normally provided with course offerings. Such documentation will become the property of the student upon completion of the training class.

h. Intellectual Property. Except for rights expressly granted under this agreement, nothing in this agreement will function to transfer any of either party’s Intellectual Property rights to the other party, and each party will retain exclusive interest in and ownership of its Intellectual Property developed before this agreement or developed outside the scope of this agreement.

Ownership of Intellectual Property. Contractor will retain all interest in and to the services, including all documentation, modifications, improvements, upgrades, derivative words, and all other Intellectual Property rights in connection with the Service, including contractor’s name, logos, and trademarks reproduced through the Service.

i. If requested by the ordering activity, the Contractor shall provide each student with a Certificate of Training at the completion of each training course.

j. The Contractor shall provide the following information for each training session or course offered:
   (1) The course title and a brief description of the course content, to include the course format (e.g., lecture, discussion, hands-on training);
   (2) The length of the training session;
   (3) The number of participants per session;
   (4) The locations where the session is offered;
   (5) The session schedule(s);

k. For those sessions conducted at the ordering activity’s location, instructor travel charges (if applicable), including mileage and daily living expenses (e.g., per diem charges) are governed by Pub. L. 99-234 and FAR Part 31.205-46, and are reimbursable by the ordering activity on orders placed under the Multiple Award Schedule, as applicable, in effect on the date(s) the travel is performed. Contractors cannot use GSA city pair contracts. The Industrial Funding Fee does NOT apply to travel and per diem charges.

All task orders are subject to the terms and conditions of the contract. In the event of conflict between a task order and the contract, the contract will take precedence.

6. PERFORMANCE OF SERVICES

a. The Contractor shall commence performance of services on the date agreed to by the Contractor and the ordering activity.

b. The Contractor agrees to render services only during normal working hours, unless otherwise agreed to by the Contractor and the ordering activity.
c. The ordering activity should include the criteria for satisfactory completion for each task in the Statement of Work or Delivery Order. Services shall be completed in a good and workmanlike manner.

d. Any Contractor travel required in the performance of services must comply with the Federal Travel Regulation or Joint Travel Regulations, as applicable, in effect on the date(s) the travel is performed. Established Federal Government per diem rates will apply to all Contractor travel.

7. RESPONSIBILITIES OF THE CONTRACTOR

The Contractor shall comply with all laws, ordinances, and regulations (Federal, State, City, or otherwise) covering work of this character.

8. RESPONSIBILITIES OF THE ORDERING ACTIVITY

Subject to security regulations, the ordering activity shall permit Contractor access to all facilities necessary to perform the requisite professional Services.

9. INDEPENDENT CONTRACTOR

All professional services performed by the Contractor under the terms of this contract shall be as an independent Contractor, and not as an agent or employee of the ordering activity.

10. CONFIDENTIALITY

The Contractor and ordering activity agree that each shall treat confidentially the terms and conditions of services provided under any order, blanket purchase agreement, credit card order or contract, and all information provided by each party to the other during and after performance of professional services. All confidential information provided by the ordering activity shall be used by the Contractor solely for the purpose of rendering services pursuant to an agreement and, except as may be required in carrying out an agreement, shall not be disclosed to any third party without the prior consent of the ordering activity. The foregoing shall not be applicable to any information that is publicly available when provided or thereafter becomes publicly available other than through a breach of an agreement, or that is required to be disclosed by or to any bank examiner of the Custodian or any sub-custodian, any Regulatory Authority, any auditor of the parties hereto, or by judicial or administrative process or otherwise by Applicable Law.

11. INVOICES

The Contractor, upon completion of the work ordered, shall submit invoices for the professional services, unless the ordering activity requests the invoice in advance.
12. PAYMENTS

For firm-fixed price orders the ordering activity shall pay the Contractor within 30 days of the invoice date upon submission of proper invoices or vouchers, the prices stipulated in this contract for service rendered and accepted. Progress payments may be authorized by the ordering activity on individual orders if appropriate. Progress payments shall be based upon completion of defined milestones or interim products. PROMPT PAYMENT DISCOUNT: If invoice is paid within 20 days of the invoice date, a 2% discount will apply.

13. RESUMES

Resumes shall be provided to the GSA Contracting Officer or the user ordering activity upon request.

14. INCIDENTAL SUPPORT COSTS

Incidental support costs are available outside the scope of this contract. The costs will be negotiated separately with the ordering activity in accordance with the guidelines set forth in the FAR.

15. DESCRIPTION OF PROFESSIONAL SERVICES AND PRICING

a. The Contractor shall provide a description of each type of service offered under special Item Numbers 541820 and 611430. Professional Services should be presented in the same manner as the Contractor sells to its commercial and other ordering activity customers.

b. Pricing for all professional services shall be in accordance with the Contractor’s customary commercial practices; e.g., fixed prices, minimum general experience and minimum education.