



GENERAL SERVICES ADMINISTRATION

FEDERAL ACQUISITION SERVICE AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST



Submitted by:

Blaize Events & Media, Inc.
4437 Segovia Court
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On-line access to contract ordering information, terms, and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage! is: <http://www.gsaadvantage.gov>

SCHEDULE TITLE: Professional Services Schedule

Contract Numbers: GS-07F-0498X

CONTRACT PERIOD: May 12, 2011 – May 11, 2021

BUSINESS SIZE: Small Woman Owned Business

Special Item Numbers (SINs):

CONTRACT NUMBER: GS-07F-0498X (Small Business Set Aside)
541-1 Advertising Services
541-4B Video/Film Production

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Table of Contents

Customer Information	4
Services	7
Relevant Experience	12
Client Service Process.....	14
Price Lists.....	15
Labor Category Job Descriptions.....	16
About Blaize Events & Media, Inc.	23

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Customer Information

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

GS-07F-0498X (Small Woman Owned Business)

SIN	DESCRIPTION
541-1/RC	Advertising Services
541- 4B/RC	Video/Film Production

1b. Pricing

Refer to the Pricing section of this document for prices by labor category.

2. MAXIMUM ORDER*: \$1,000,000.00 per SIN

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: \$100.00

4. **GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

5. **POINT(S) OF PRODUCTION:** Virginia Beach, VA

6. **DISCOUNT FROM LIST PRICES:** Prices listed are GSA Net, discount deducted.

7. **QUANTITY DISCOUNT(S):** +1% >\$100,000.00
8. **PROMPT PAYMENT TERMS:** 1%, 5 days, Net 30 Days
- 9.a **Government Purchase Cards must be accepted at or below the micro-purchase threshold.**
- 9.b **Government Purchase Cards are *not* accepted above the micro-purchase threshold.**
10. **FOREIGN ITEMS:** None
- 11a. **TIME OF DELIVERY:** As specified on task order and as mutually agreed upon
- 11b. **EXPEDITED DELIVERY:** As specified on task order and as mutually agreed upon
- 11c. **OVERNIGHT AND 2-DAY DELIVERY:** As specified on task order and as mutually agreed upon
- 11d. **URGENT REQUIREMENTS:** As specified on agency task order and mutually agreed.
12. **FOB POINT:** Destination
- 13a. **ORDERING ADDRESS:** Blaize Events & Media, Inc.
4437 Segovia Court
Virginia Beach, VA 23462-7644
- 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:** Blaize Events & Media, Inc.
4437 Segovia Court
Virginia Beach, VA 23462-7644
15. **WARRANTY PROVISION:** Standard Commercial Warranty.
16. **EXPORT PACKING CHARGES:** Not applicable
17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** (any thresholds above the micro-purchase level) **Not accepted** above the Micro purchase threshold
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 AVAILABLE):** 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. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. Section 508 Compliance for EIT: Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services. The EIT standards can be found at: www.Section508.gov/.

25. DUNS NUMBER: 137567595

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE: Blaize Events & Media, Inc. is currently registered in the CCR database.

Visit our Website: www.blaizeeventsandmedia.com

Services

It's a challenging time to get your message across, to establish your brand or protect your reputation in a crowded media environment.

Blaize Events & Media, Inc. (The Blaize Group) has a full range of communications services to make your choices easier and bring your communications efforts into balance.

- Branding.
- Re-branding
- Corporate Reputation
- Corporate Social Responsibility
- Creative Services
- Media Crisis Communications
- Employee Communications
- Marketing
- Media Planning and Advertising
- Media Relations
- Pulse® Software
- Research
- Internet Marketing
- Strategic Counsel
- Training
- Web Development

A broad client base helps Blaize bring our experience within different industries to new or existing clients in related fields. We can recommend synergies, suggest best practices, and help companies and agencies broaden their view and expand their outreach based on our experience in these industries.

- Consumer Products
- Development
- Education
- Entertainment
- Financial
- Government
- Health Care
- Non-profits
- Professional Services
- Sustainability
- Transportation

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Branding/Re-branding

A brand embodies what your agency stands for, how you present yourself, your unique differences and how you're perceived. Creating consistency in message, look and tone for every audience interaction will result in a successful brand.

Blaize Events & Media, Inc. can help you do this through a comprehensive branding process. We identify your unique values through research and discovery, and then build a brand profile, strategic plan and brand book.

Whether you're creating a new brand or re-branding an existing one, The Blaize Group can help you build a positive connection between you and your constituents. With logo, color scheme, iconography, messaging and implementation, our team combines graphic design and strategic communications to build a brand that will drive your agency's future.

Reputation Management

Reputations are hard to build and easy to lose. Maintaining a positive corporate image in a highly complex marketplace of ideas is harder than ever because of the Internet, globalization and the increased activity of policy advocates.

The Blaize Group has worked with a number of clients who have faced tremendous reputation challenges. By using a process that assesses the situation as it exists, evaluates challenges and opportunities, and recommends prudent courses of action, we help companies address short-term reputation needs while guiding long-term success.

Creative Services

There's something about having a tangible representation of who you are. It inspires confidence, understanding and sales.

The printed piece gives your prospects a concrete element they can hold in their hands while they ponder your message. Blaize graphics takes print design to a strategic level every time. Here is just a sampling of the types of materials we create:

- Stationery
- Booklets and brochures
- Newsletters
- Print advertising.
- Direct mail
- Billboards, posters, banners and signs
- Flyers
- Report booklets
- Trade show materials
- Collateral
- Binders, folders and presentations

Media Crisis Communications

Virtually every business, government agency or organization is susceptible to a crisis of some kind. If you're ready to deal with it, the situation may be difficult. If you're not, the outcome might be catastrophic. Smart businesses and organizations plan for this eventuality.

The Blaize Group helps clients plan for a possible crisis and manage a crisis as it plays out. This helps ensure the proper messages get to the right people, correct protocol is followed, and the stream of information is timely, factual and helps mitigate the effect of the crisis in the short and long term.

Employee Communications

A knowledgeable and motivated staff can reinforce your agencies vision, foster process improvement, facilitate change and drive bottom-line results by positively impacting employee behavior.

Just like your product or service, your agency or organization has an identity – a brand – in the minds of current and potential employees.

The Blaize Group knows how to generate effective employee communications to keep your workforce informed and motivated. We can help you use the principles of branding to develop a long-term strategy that will result in a more engaged and educated workforce, and a recruiting process that provides compelling messages about your business as a desirable place of employment.

Marketing

There are more choices for marketers than ever before. In addition to traditional advertising and public relations, the Internet and satellite/cable television – even video games and cell phone apps – all have opened a new and sometimes confusing world of choice to marketers.

On top of this, the media landscape is changing. Newspapers are downsizing, news operations are consolidating and web-based social media use is exploding.

Getting your message out takes experience and creativity. Manage the choices and cut through the clutter with The Blaize Group and make these changes work for you.

Media Planning and Advertising

Great advertising and mediocre placement leads to mediocre results. With tight budgets as they are today, you can't settle for mediocre results.

Media planning is a science and an art.

As a science, it requires knowledge of the various types of media – print, radio, television, outdoor, Internet – and what works best for what types of products or messages. It takes the ability to look at ratings, demographics and psychographics and devise a plan that hits a target audience effectively and economically.

As an art, it requires the imagination to see how it all must fit together as a total package. At Blaize Events & Media, Inc., we find a balance between the science and the art.

Media Relations

Good public relations is more than just generating press releases. It's a combination of research, good relationships and creativity.

Research tells you who you should be talking to and how to get to them. Good relationships with the media, being honest and ethical, and understanding what reporters need to get the story done correctly will result in great placements for you. Creativity is important because without an interesting angle, the story won't go anywhere.

The Blaize Group knows how to get your story told by the right people, in the right way, at the right time, so that the right people pay attention.

Research

The difference between what you know and what you think you know may be research. Quality research can tell you how your customers or constituents perceive you, what they expect from you and what you need to do to move forward. The Blaize Group can help you find the answers you need.

We draw on a portfolio of research tools to help companies, agencies and nonprofit organizations get reliable, useful information about attitudes and trends. Then we help you make sense of what it all means so you can make informed decisions.

Internet Marketing

Social media is no longer an interesting sidelight to a communications campaign. It is a key element. If you're not engaged with social media, you're not engaged.

The Blaize Group can help you maximize the effectiveness of your social media strategy. We can monitor the conversation, build your presence on sites like Facebook and Twitter, launch corporate blogs or blogger relations, or help you manage a crisis online.

Strategic Counsel

Tactics are what you do. Strategy is why.

Effective communications is more than a series of tactics. It's based on a strategy that takes into consideration all of the options, opportunities and obstacles to getting your story told.

The Blaize Group understands how to put together a great strategic communications plan. We do our research. We talk to you. We learn about your company, your objectives, your competition, your industry and what the media is saying about each. Then we design the plan that's effective, creative, flexible and measurable.

Training

Investing in your employees is one of the best investments a company or organization can make. That's why we provide Strategic Communications Seminars that will pay off by providing a better-informed, more efficient key staff interaction with the media. In this global environment, news is instantaneous.

The Blaize Group trainers have a diverse background and skill set, including communication trainers, media relations trainers, and media crisis management trainers. Our professionals are former TV anchors, journalists, radio announcers, and public relations/affairs specialists. . It is this variety of skills that allows us to customize training courses based on your specific needs and desired outcomes, and to make changes to tailor the training as it is being conducted.

Some of our Communications Seminars include:

- Presentation Skills (introductory and advanced)
- Emergency/Risk Communications Planning and Training
- Media and Media Crisis Communications Training
- On-Camera Training
- How to Say It Training
- Media Imaging

Web Development

A Website can be one of your most important marketing tools.

A Website that is visually appealing and easy to navigate reinforces your brand, provides key information about your products and services, and even gives you a way to have a conversation with current and potential customers. A Website that's unappealing or confusing can frustrate visitors and drive away potential visitors.

Blaize with its Web design team, VVodan, Inc. combines design savvy with sound branding and marketing principles to make your website work for you, so you can reinforce your brand. Blaize Events & Media, Inc. has a Website Design Team that can build your customized Site with "flare" and "impact." Drawing prospective clients is greatly helped by having a Website that represents what you are as a company and what your mission is.

A great Website, can be the close-the-deal vehicle, for new business and maintaining current business.

- A customized Website presents your company image from a perspective that incites and entices prospective clients to select you.
- Your Website needs to answer the marketing questions of who, what, where, when, and why your business is the best in your category.
- Your Website stands out from the maize of others in your industry.
- Our Group has the capability, savvy, and experience to do just that. Check out our Website Design Experts in our Website tabs labeled: *Flares* and *About Us*. Check our Website out for starters.

www.blaizeeventsandmedia.com

Relevant Experience

Blaize Events & Media, Inc. has extensive experience with working with government agencies on a variety of different projects. Here's a snapshot of some of these success stories.

U. S. Air Force Base at Langley VA : The Blaize Group was contacted by Langley AFB to develop an outdoor marketing strategy which included buying outdoor billboard space. The Blaize Group recommended that Langley AFB use both digital and static billboards to be located at multiple high visibility placements at strategic locations in Hampton Roads and Richmond. The Blaize Group contacted billboard companies in both markets, outlining the objectives needed for high impact visibility at locations of highest traffic exposure. Blaize worked with billboard companies to meet the needs of Langley AFB. using Langley artwork, negotiated rates based on a limited budget thus purchasing a large combination of digital and static outdoor billboards in each market.

Charlottesville Regional Transit Authority (Jaunt, Inc.): Created a strategic plan and then developed an award-winning re-branding campaign for JAUNT, Inc., Charlottesville Virginia Regional Transit Authority to increase ridership. The Blaize Group developed a series of radio, TV and online advertisements and placed a regional media buy in newspapers, tabloids, radio, TV, and magazines. Redesigned the Website adding a media room that highlights all promotional materials. The Blaize Group developed a comprehensive marketing plan that addressed all aspects of JAUNT's presence in the community. Results of this campaign, the 2009 Virginia Transportation Association Excellence in Marketing Award for a highly successful campaign. See the results, go to: www.ridejaunt.org

Virginia Department of Health, Norfolk Health District: The Blaize Group was contacted by VDH/NHD. The Blaize Group analyzed the needs of the VDH/NHD working closely with their key staff to develop a strategic plan for producing a training video and PSA's for Pandemic Flu outbreaks. The project included script development, background information, and a spokesperson. Blaize recruited the spokesperson, scouted out the on-location sites for the production shoot, conducted preproduction needs, production of video in studio including all technical needs, and post production for the finished products. Blaize completed the project within budget. VDH/NHD currently uses the training videos and PSA's for the outbreak of Pandemic Flu as it occurs.

New River Community College/SkillsUSA: New River Community College needed to market its annual SkillsUSA career competition event. NRCC also had to capture the event attendees on video and transform the raw footage into 30 second TV and radio announcements. NRCC needed a production that would be all inclusive of marketing, video, student competitive involvement, teacher and parent participation, and general public awareness. The Blaize Team worked diligently with the NRCC key staff to develop a strategic plan to produce the weekend long event. The Blaize Group assessed what was needed to be effective. The Blaize Group provided a production crew including 3 HD cameras, projectors, backdrop, curtains, staging, scripting, and all other necessary items that would make this event capable of implementation and execution for the 3000 expected attendees and student participants. Blaize produce a flawless production within budget. The Blaize Group interacted with NRCC board members, parents, teachers, students, and legislative representatives. The event was attended by 3000 students, teachers, and parents from various high schools all over the Commonwealth of Virginia. The footage taken was high quality, captured the excitement of the students in competition, and the thrills of their parents and teachers. The Blaize Group had this event for a couple of year

Alonzo Mourning Charities, Inc. (AMC): The Blaize Group was contacted by AMC for *Zo's End of Summer Groove* weekend in Hampton Roads. The Blaize Group worked closely with the AMC key stakeholders to lay out a blueprint of grassroots efforts. Included in this initiative was developing on-location sites for filming the event all 3 days, finding and selecting local talent, finding and enlisting students 6th grade to senior level high school to participate in the workshops and panel discussions, coordinating with photographers, developing media coverage from print, TV, radio, and community bulletin boards, public affairs shows, and other media publicity opportunities. The Blaize Group was the local liaison between AMC and local organizations.

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Client Service Process

Your Blaize Account Group will use a team-based structure to offer continuity, a variety of experiences and expertise, and fresh approaches to your varied needs. This approach also gives you multiple points of contact in a fast turnaround situation.

Our group structure is layered with solid quality control in place. A stringent approval process through the Executive Leadership Team of Blaize Events & Media, Inc. assures that documents and information are free of error.

When we meet with your staff before beginning work, the project scope will be more clearly defined. From this, a timeline and concise plan will be established to keep the project on track and to facilitate the meeting of agreed upon deadlines. To track progress on all efforts, we prepare a Status of Activities Chart in which we record who is responsible for each activity and the status of effort and deadlines. An updated chart is distributed to clients and the team on a weekly basis. This ensures that we know in advance what the staff/manpower needs will be and get them filled effectively.

We also use specific processes to insure we are providing the best customer service for our clients. Throughout the course of the relationship, the Project Leader checks in periodically to make sure everything is proceeding in a satisfactory manner. We maintain open dialogue with our clients and want to be considered an extension of your staff. We are flexible enough to make course corrections when necessary to ensure everyone is satisfied with the procedures and the work.

The Project Leader is the primary contact, and manages the account with the team, but as our relationship grows, you would interact with various members of The Blaize Group, depending on the project. Vivian E. Blaize, the CEO and President of Blaize Events & Media, Inc. will provide oversight on the overall account. Urgent matters can be handled with expertise and efficiency. The Blaize administration and accounting teams also provides account support, as needed. We use state-of-the-art procedures for client contact and review of project materials, including FTP site sharing, Web meetings, instant messaging, texting, teleconferencing, etc.

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Price Lists

The following prices are offered to GSA and include the 0.75% Industries Funding Fee (IFF). The rates shown are extracted and discounted from our unpublished commercial price list. Rates are applicable to all SINS under the contract.

SIN: 541-1, Advertising

Labor/Task Category	May-16	May-17	May-18	May-19	May-20
Accountant	\$73.87	\$76.09	\$78.37	\$80.72	\$83.14
Account Manager	\$63.81	\$65.72	\$67.69	\$69.73	\$71.82
Video/Film Director	\$94.73	\$97.57	\$100.50	\$103.51	\$106.62
Web Programmer/Designer	\$109.89	\$113.19	\$116.58	\$120.08	\$123.68
Creative Director	\$111.01	\$114.34	\$117.77	\$121.30	\$124.94
Senior Graphic Designer/Illustrator	\$111.01	\$114.34	\$117.77	\$121.30	\$124.94
Marketing Strategy Consultant	\$169.95	\$175.05	\$180.30	\$185.71	\$191.28
Media Planner/Buyer	\$74.98	\$77.23	\$79.55	\$81.93	\$84.39
Technical Writer/Copy Writer	\$74.98	\$77.23	\$79.55	\$81.93	\$84.39
Talent (Non-Union)	\$144.55	\$148.89	\$153.35	\$157.95	\$162.69
Project Manager	\$107.41	\$110.63	\$113.95	\$117.37	\$120.89
Media Relations Specialist	\$84.38	\$86.91	\$89.52	\$92.20	\$94.97
Market Research Analyst I	\$62.96	\$64.85	\$66.79	\$68.80	\$70.86
Market Research Analyst II	\$69.63	\$71.72	\$73.87	\$76.09	\$78.37
Videographer	\$75.47	\$77.73	\$80.07	\$82.47	\$84.94
Photographer	\$68.70	\$70.76	\$72.88	\$75.07	\$77.32
Administrative/Events Support Staff	\$59.24	\$61.02	\$62.85	\$64.73	\$66.68
CEO	\$132.28	\$136.25	\$140.34	\$144.55	\$148.88

SIN: 541-4B, Video/Film Production

Labor/Task Category	May-16	May-17	May-18	May-19	May-20
Accountant	\$73.87	\$76.09	\$78.37	\$80.72	\$83.14
Account Manager	\$63.81	\$65.72	\$67.69	\$69.73	\$71.82
Video/Film Director	\$94.73	\$97.57	\$100.50	\$103.51	\$106.62
Web Programmer/Designer	\$109.89	\$113.19	\$116.58	\$120.08	\$123.68
Creative Director	\$111.01	\$114.34	\$117.77	\$121.30	\$124.94
Senior Graphic Designer/Illustrator	\$111.01	\$114.34	\$117.77	\$121.30	\$124.94
Marketing Strategy Consultant	\$169.95	\$175.05	\$180.30	\$185.71	\$191.28
Media Planner/Buyer	\$74.98	\$77.23	\$79.55	\$81.93	\$84.39
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Market Research Analyst II	\$69.63	\$71.72	\$73.87	\$76.09	\$78.37
Videographer	\$75.47	\$77.73	\$80.07	\$82.47	\$84.94
Photographer	\$68.70	\$70.76	\$72.88	\$75.07	\$77.32
Administrative/Events Support Staff	\$59.24	\$61.02	\$62.85	\$64.73	\$66.68
CEO	\$132.28	\$136.25	\$140.34	\$144.55	\$148.88

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Labor Category Job Descriptions

CEO

Educational Requirement: Master's Degree or Bachelor's Degree plus additional educational courses and related experience. Minimum years of experience: 15

Guides mission and vision along with implementing annual strategic planning initiatives as the principle member of the executive leadership mentor all staff—work to develop excellence and leadership qualities in The Blaize Group staff. Encourage problem solving, creativity, and integrity in all the work we do. Communicate overall client goals and The Blaize Group activities, as well as specific tasks assigned to particular team members. Provide feedback on performance in an appropriate and constructive manner. Serve as mentor for specific Blaize management staff, where appropriate. Oversee the daily operations of The Blaize organization including new business development, proposal processes, maintaining client relationships and financial forecasting. Oversee all company contract matters including review, negotiation and signing. Oversee company HR functions. Make hiring/firing decisions. Ensure that work is performed within ethical boundaries at all times.

Project Manager

Educational Requirement: May require a Bachelor's Degree
Minimum years of experience: 7

Responsible for the coordination and completion of projects. Oversees all aspects of projects. Sets deadlines, assigns responsibilities, and monitors and summarizes progress of project. Prepares reports for upper management regarding status of project. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected.

Product Marketing Strategy/Consultant

Educational Requirement: May require a Bachelor's Degree
Minimum years of experience: 8

Prepares marketing strategies and programs for a product or product line. Evaluates product performance to help develop and update company goals and objectives. Advises sales team on any relevant product concerns. Recommends changes to current product development procedures based on market research and new trends. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. A wide degree of creativity and latitude is expected.

Account Manager

Educational Requirement: May require a Bachelor's Degree experience.
Minimum years of experience: 5

Maintains relationships and favorable contacts with current and potential advertising accounts. Targets potential advertising clients and develops relationships in order to acquire new advertising accounts. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected.

Job Description: Lead accounts and serve as a client contact. Provide strategic counseling and project development for clients. Ensure that projects meet clients' needs and are completed correctly, on time and within budget. Coordinate team in providing public and community outreach services for clients. Serve as creative director on client newsletters, brochures, advertisements and flyers. Develop creative concepts and copy; select writers, designers, printers and photographer; and ensure overall quality of writing, design, printing and distribution.

Provide strategic counsel to clients on media relations. Develop media strategy. Pitch story ideas to the press and perform follow up calls. Prepare or assign press kits, news releases, feature stories, public service announcements, publicity photos and other materials. Conduct media and communications training for clients.

Research new business . Participate in select new business brainstorm sessions. Follow up on new leads. Write proposals. Participate in select new business presentations. Manage media relations for assigned accounts. Develop media . Write and edit press releases, PSAs, features and media alerts. Prepare media kits. Coordinate special events and public meetings for assigned accounts. Serve as primary client contact and backup contact for assigned accounts. Delegate assignments to interns and other team members as necessary. Monitor lead accounts to ensure services are provided on time and within budget. Develop training materials, as necessary. Coordinate internal training program

Administrative/Event Support Staff

Educational Requirement: Requires a High School Diploma

Minimum years of experience: 2-5 years in related area

Performs a variety of administrative functions. Schedules appointments, gives information to callers, and takes dictation. Composes memos, transcribes notes, and researches and creates presentations. Generates reports, handles multiple projects, and prepares and monitors invoices and expense reports. May assist with compiling and developing the annual budget. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. May direct and lead the work of others. A wide degree of creativity and latitude is expected. Event support staff processes registrations and follow-up, data entry, handles phone inquiries, on-site event management, assembling of promotions and on-site distribution, event management and clerical service under close supervision.

Market Research Analyst II

Educational Requirement: Bachelor's Degree

Minimum years of experience:: 6-8

Collects and analyzes data to evaluate existing and potential product/service markets. Identifies and monitors competitors and researches market conditions or changes in the industry that may affect sales. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected.

Market Research Analyst

Educational Requirement: Bachelor's Degree

Minimum years of experience: 2-4

Collects and analyzes data to evaluate existing and potential product/service markets. Identifies and monitors competitors and researches market conditions or changes in the industry that may affect sales.

Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. A certain degree of creativity and latitude is required.

Meeting/Event Planner

Educational Requirement: May require a Bachelor's Degree

Minimum years of experience: 2-4

Responsible for all aspects of planning a meeting or special event for an organization. Responsible for all amenities and accommodations at the event as well as any associated contract negotiations. Familiar with standard concepts, practices, and procedures within a particular field. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required. .

Special Events Coordinator

Educational Requirement: High School Diploma.

Minimum years of experience: 0-2

Coordinates tournaments, hosting parties, and various functions for a casino. Ensures proper implementation of all promotions, events, and entertainment including setup, event registration, gift distribution, and managing prizes. Familiar with standard concepts, practices, and procedures within a particular field. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required.

Creative Director

Educational Requirement: Bachelor's Degree

Minimum years of experience::7

Responsible for directing audience promotions and advertising. Assists with audience research. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. .

Graphic Design Specialist, Sr.

Educational Requirement: Bachelor's Degree

Minimum years of experience: 4

Uses knowledge of current graphic design software to produce graphic art and visual materials for promotions, advertisements, films, packaging, and informative and instructional material through a variety of media outlets such as websites and CD-ROMs. Generates and manipulates graphic images, animations, sound, text and video into consolidated and seamless multimedia programs. Must remain abreast of technological advances in the field and be able to identify areas of use in the organization. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. A great deal of creativity and latitude is expected.

Job Description:

Create high-impact designs intended to engage, attract and sell.

- Develop or acquire the images used in a variety of creative projects, including advertisements, brochures, catalogs, direct mail, corporate identity, packaging, presentations, websites, promotional displays and signage.
- Responsible for the design, layout and formatting of materials.
- Designs may integrate typographic, photographic, illustrative and other elements.
- Must have a strong sense of concept development, in addition to communication, research, problem-solving and presentation skills.
- Design ability and proficiency in software applications such as Photoshop, InDesign, Illustrator and QuarkXPress is required.
- Web design skills are preferred.

Production Manager

Educational Requirement: May require a Bachelor's Degree

Minimum years of experience: 8

Schedules and ensures proper utilization of organization's facilities and personnel for production. Must perform work within strict media deadlines. Consults with directors to determine most efficient execution of production design including staging and lighting environment. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. A wide degree of creativity and latitude is expected.

Media Relations Specialist/Media Crisis Communications Training

Educational Requirement: Bachelor's Degree

Minimum years of experience: 7

Develops and implements policies and procedures for the relations between the media and the organization. Works to expand understanding of the organization's business, performance, and strategy. Prepares summaries of media activity for senior management. May serve as the company's spokesperson. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Prepares and conducts training for media interaction including interviews, events or press conferences. May conduct media crisis communications training; handles some public relations.

Media Planner

Educational Requirement: May require Bachelor's Degree

Minimum years of experience:: 2-4

Responsible for research and development of media plans, identifying target audience, and ideal media outlets. Recommends media mix and frequency as appropriate to budget and objectives. Familiar with standard concepts, practices, and procedures within a particular field. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required.

Media Buyer

Educational Requirement: May require a Bachelor's Degree

Minimum years of experience::2-4

Responsible for negotiating, scheduling, and buying appropriate media. Must identify target audience and ensure media reaches target audience. Works closely with media planner to implement media plan. Familiar with standard concepts, practices, and procedures within a particular field. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor

Programmer - Web

Educational Requirement: May require a Bachelor's Degree

Minimum years of experience::4-6

Reviews, analyzes, and modifies programming systems including encoding, testing, debugging and documenting programs. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. May lead and direct the work of others. May report directly to a project lead or manager. A wide degree of creativity and latitude is expected.

Creative Director - Web

Educational Requirement: Bachelor's Degree

Minimum years of experience: 5

Advances the overall quality of strategic thinking and design applied technology. Develops creative briefs and design concepts to meet the business objectives of the organization. Responsible for establishing creative direction for the entire line of online services, products, and programs. May be expected to have an advanced degree in business management with at least 5 years of experience in the field. Generally manages a group of exempt and nonexempt employees. Relies on experience and judgment to plan and accomplish goals.

Job Description:

Oversees development and implementation of a Website, coordinating efforts of third-party vendors, Internet service providers and the Web team.

- Ensure optimum website usability and simplicity for customers, manage website updates and improvements through internal coordination with IT development, business owners and quality assurance teams.
- Analyze web measurement data to make recommendations and implement improvements, working closely with the design team to ensure designs are translated accurately into visually compelling web pages, coding and testing Websites, and communicating changes to critical users.
- Responsible for Web art production: Prepares art for online production.
- Enter content into Websites, including graphics, video, text and related links.
- Manage graphics and production requests. Maintain web production schedules.
- Must be proficient in Web programs and design software, and be familiar with file formats and optimizing graphics for the Web.
- Knowledge of content management systems and digital-video encoding is a plus

Accounting Manager

Educational Requirement: Bachelor's Degree may be required designation of CPA.

Minimum years of experience: 7

Responsible for managing the general accounting function. Oversees the completion of ledger accounts and financial statements. Evaluates and makes appropriate improvements to internal accounting processes

ensuring that practices are in line with the overall goals of the organization. Designation of CPA may be required. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected.

Videographer

Educational Requirement: May require a Bachelor's Degree plus additional educational courses and related experience. Minimum years of experience: 2-4

Integrates video and audio capability to the e-Commerce site. Maintains and operates video equipment, edits select footage, and stays up-to-date with all new technological advances. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required.

Photographer

Educational Requirement: May require an Associate's Degree Bachelor's Degree
Minimum years of experience: 2-4

Creates and prepares photographic images to display in a variety of published mediums. Selects and assembles equipment according to subject material, anticipated conditions, and knowledge of function of various types of cameras, lenses, films, and accessories. Views subject and setting and plans composition, camera position, and camera angle to produce desired effect. May mix chemicals, and process film and photographic paper. Also may spot and retouch prints and negatives. Familiar with standard concepts, practices, and procedures within a particular field. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; typically reports to a supervisor or manager. A wide degree of creativity and latitude is expected.

Technical/Social Media Writer

Educational Requirements: Bachelor's degree and relevant experience.
Minimum years of experience: 3

Possess the experience necessary to demonstrate solid writing skills and knowledge of social media trends and issues. Effectively communicate issues and trends surrounding social media. Stay current on the latest trends and assist client and The Blaize Group by satisfying the following responsibilities.

Educate and advise The Blaize staff and clients on the newest trends and how to integrate social media into client programs.

- Be able to speak about the most current elements of social media with current and potential clients.
- Interface with different departments of The Blaize organization (graphics, web design, PR, marketing, research) in order to create integrated digital campaigns.
- Maintain blog and social network accounts.
- Assist clients with social media communication needs including blog and social networking accounts.

Talent

Educational Requirements: May require an Associate's Degree or its equivalent.
Minimum Experience: 1-4 years.

Prospective candidates for roles in specific productions in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field.

The Service Contractor Act

“The Service Contractor Act (SCA) is applicable to this contract and as it applies to the entire OOCORP Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CRF 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories/employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category title, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.”

Visit our Website: www.blaizeeventsandmedia.com

About Blaize Events & Media, Inc.

Blaize Events & Media, Inc. (The Blaize Group) is an award-winning communications firm providing strategic counsel, brand building, reputation and image management, public relations, social media, market research, employee and executive training, and graphic and web design services. Founded in 2003, Blaize Events & Media, Inc. is a small woman-owned minority business. Blaize has offices in Virginia Beach and satellite offices in the DC area. Vivian E. Blaize is President & CEO.

After a successful career in media sales & marketing for a variety of organizations and businesses, Vivian Blaize founded Blaize Events Planning & Consulting, Inc. in 2003 renamed Blaize Events & Media, Inc. in early January 2008. Before that, she was director of public affairs/public relations for WTVZ TV-33, where she was responsible for station image and reputation management, product marketing, media relations, and community relations for this successful television company. Ms. Blaize is a former radio announcer, TV news briefs anchor, an award winning radio talk show host/producer, and FCC consultant for public affairs among many other media positions she has effectively held.

Blaize Events & Media, Inc. was awarded the Virginia Transportation Association's Excellence in Marketing Award in 2009 for the rebranding campaign that The Blaize Group conceived, developed, and implemented for Charlottesville Regional Transit Authority/Jaunt, Inc. Blaize Events & Media, Inc. is a DBE, HUD Section 5, and WOSB/EDWOSB firm. Blaize's certifications list includes SWaM, DMBE, and Micro-Small Business Certification for the State of Virginia.

The Blaize Group has received exceptional results on our Dun & Bradstreet open ratings report assessing client satisfaction. Blaize received an overall performance rating of 94 based on a scale of 1-100. For all nine areas measured, Blaize received a score of 94 or above, with Business Relations (98), Personnel (99) and Responsiveness and Reliability (98) receiving one of the highest scores. Additionally, The Blaize Group's Quality and Customer Support feedback was 98% percent positive.

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