

# U.S. BUREAU OF ECONOMIC ANALYSIS (BEA)

Branding // Exhibits // Events // Web

*The U.S. Bureau of Economic Analysis (BEA) produces economic accounts statistics that enable government and business decision-makers, researchers, and the American public to understand the performance of the nation's economy.*

## CHALLENGE

BEA sought assistance planning and providing creative and logistical guidance for the first-ever United States-hosted International Association for Research in Income and Wealth (IARIW) General Conference, with the goal of hosting a cohesive, professional event.

## SOLUTION

Novak Birch provided complete, end-to-end event planning and logistical support, including:

- **Research & Planning:** We conducted research and planned the event.
- **Branding, Exhibit, Creative, & Website:** Hosted in Boston, we took cues from the city's rich history when developing the event brand. We designed the logo, exhibit, signage, and website, resulting in a unified look-and-feel. The website, built using WordPress, provided event information and allowed guests to register, sign up for activities, and submit fees.
- **Event Logistics & On-Site Management:** We provided all logistical support and management, including vendor selection and management, negotiation of guest accommodations, amenities, and budget management.
- **Sponsor Recruitment:** To secure sponsors, we reached out to businesses via conference-branded direct mail, email, and print communications.
- **Social Media & On-Site Support:** We integrated social media into event activities and provided on-site support to ensure a successful conference.

## RESULTS

We provided a cohesive, branded family of event materials that positioned BEA as the preeminent producer of economic accounts. By providing complete, end-to-end event support, we enabled BEA to focus on hosting the nation's first-ever IARIW conference. The event received positive feedback from both BEA stakeholders and event attendees for its:

- Cohesive creative solutions, resonant with the event location.
- Streamlined processes, including seamless registration and up-to-date information.
- Intuitive, user-friendly website and flexible framework, which can be repurposed for other events.