

Information Experts

SMART. COMPELLING. TRANSFORMATIVE. // WWW.INFORMATIONEXPERTS.COM

Information Experts is a 20 year small business providing marketing, outreach, interactive, and educational solutions. We work in synergy to stir emotion, bring about positive change, and move people to action. As a company we have won over 70 honors, awards, and merits of distinction. We make sure the right people, messages, and tools are in place to turn client challenges into collaborative successes.



MARKETING AND OUTREACH

We are constantly pushing the envelope with original ideas that deliver measurable results. Information Experts provides a professional blend of **strategy** and **creativity** that goes beyond simple visual appeal and ties with client objectives. We provide a tool that manages output and organizational goals. We take client challenges and research them, brainstorm, and make those challenges our own. In turn, we deliver **solutions** that help **clarify** and **communicate** client's priorities.



EDUCATIONAL CONSULTING

Client goals — and the goals of each individual learner — come first. Because one size does not fit all when it comes to training, our learner centered approach tailors our strategies and methods to the unique needs and requirements of each client. Our instructional solutions are creative, constructive, cost and time effective, and can be customized. Information Experts is experienced in **instructor led training** and **interactive web-based trainings** that include creative **Section 508** compliant solutions, are **SCORM conformant**, and can be deployed on a variety of Learning Management Systems (LMSs). We also provide solutions for **engaging webinars**, **focus groups**, **job aids**, and **educational outreach**.



INTERACTIVE SOLUTIONS

In today's digital environment we understand the challenge of reaching new markets and engaging users online. Information Experts analyzes the needs of clients and their users to develop engaging and interactive solutions. We offer a unique and fresh perspective on communications, **graphic design** and aesthetics, **Web and multimedia development**, as well as **social media integration** and **interaction design**. We work with our clients collaboratively to achieve the highest levels of creative excellence to produce deliverables that are uniquely their own.

ACQUISITION VEHICLES

GSA AIMS

GS-23F-0211S

- Web-based Marketing Services (541-3)
- Market Research and Analysis (541-4A)
- Exhibit Design and Implementation Services (541-4C)
- Commercial Art and Graphic Design Services (541-4F)

GSA CONSOLIDATED

GS-00F-053CA

- Mission Oriented Business Integrated Services
- Advertising & Integrated Marketing Solutions
- Consulting Services
- Training Services

SMITHSONIAN

13-BPA-270-0000264093

- Graphic Design

CAPDL

W911S0-11-D-0053

NATIONAL PARK SERVICE

P15PA00011

CLIENTS

- Airforce District of Washington
- Consumer Financial Protection Bureau
- Department of Defense
- Department of Education
- Department of Health and Human Services
- Department of Homeland Security
- Department of Justice
- Environmental Protection Agency
- Federal Deposit Insurance Corporation
- Federal Highway Administration
- Federal Retirement Thrift Investment Board
- General Services Administration
- Internal Revenue Service
- National Association of Manufacturers
- National Park Service
- Nuclear Regulatory Commission
- Office of Personnel Management
- NASA
- U.S. Agency for International Development
- U.S. Army

AWARDS



SERVICES

MARKETING & OUTREACH CONSULTING

NAICS CODE: 541613 Marketing Consulting Services & 561990 All other support services

- Communications Messaging
- Advertising, Promotions, & Public Relations Social Media
- Writing for the Web
- Plain English & Language
- Copywriting & Technical Editing
- Project, Program & Quality Management

EDUCATIONAL CONSULTING

NAICS CODE: 611710 Educational Support Services & 611430 Professional and Management Development Training

- Curriculum Design & Assessment Instructor-led training (ILT)
- Web-based training (WBT)
- Blended Learning Solutions
- Learning Management System (LMS) Integration and SCORM
- Conformance Survey Design, Evaluation & Analytics
- Pilot Testing & Focus Group Facilitation
- Custom User Guides

CREATIVE DESIGN & DEVELOPMENT

NAICS CODE: 541430 Graphic Design Services

- Graphic, Multimedia & Information Design
- Branding
- Print Collateral
- User-centered Interface Design
- User Experience/Heuristic Analysis

TECHNICAL DEVELOPMENT

NAICS CODE: 541990 All other Professional, Scientific, and Technical Services

- Interactive Design & Development
- Multimedia Development
- Content Management (CMS) & Learning Management Systems (LMS)
- Section 508 Accessibility
- Internet, Extranet & Portal Development

CONFERENCE SUPPORT

NAICS CODE: 541611 Administrative Management and General Management Consulting Services and 561499 All other Business Support Services

- Video/Audio
- Exhibition Signage & Print Collateral
- Webinars, Podcasts & Streaming Video
- Public Speaking & Presentation Support