



stratus

Create, Experience, Elevate

Capability Deck

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About Us

Stratus is a full-service production company that provides you and your guests a flawless experience.

At Stratus, we create high-impact experiences that transcend the ordinary. With over a decade of experience, we have become so much more than event planners. We are producers, designers, project managers, videographers, editors, directors, and more! We take the lead on everything from multi-day summits and conferences to large-scale galas and fundraisers, to live and made-for-TV broadcasts, delivering the high-quality experience you can rely on.



Above all, Stratus is a team of experts who partner with you to create, experience, and elevate your events. Becoming valued members of your team and acting as a trusted partner, we work to make your life easier. We take care of every detail to give you and your guests a flawless experience, every time.

Anything is possible.

About Us

Our Mission is to set the standard for first-rate, high-impact experiences by thrilling our clients and their guests with logistics and artistic expertise.

Our Vision is to form long-lasting partnerships with individuals and organizations that call on us to be their expert strategists, producers, technologists, designers, and everything in between, are reflected in our work and, in turn, motivate everything that we do.



Our Values

We endeavor to:

- Create Supportive Partnerships
- Stay Strategic
- Continue to Learn and Innovate
- Act with Integrity and Transparency
- Make Wow Possible
- Bring Professionalism and Fun

Diversity Statement

At Stratus, equality for everyone is a core value of our company. Great ideas, hard work, and passion are not exclusive to any one person, gender, race, or sexual orientation. We value diversity and we appreciate the perspective provided to us by those whose shoes we have not walked in.

Stratus subscribes to a policy of Equal Employment Opportunity and will not discriminate against any employee or applicant because of race, age, sex, color, sexual orientation, physical or mental disability, protected veteran status, religion, ancestry or national origin, marital status, genetic information, political affiliation, and gender identity or expression. In addition, the District of Columbia adds protection for marital status, personal appearance, sexual orientation, family responsibilities, matriculation, or political affiliation.

Stratus is a member of the NGLCC and a certified LGBT Business Enterprise, a Certified Business Enterprise, as well as a member of the DC Equality of Commerce





Overview of Services

We align our proven practices with your needs throughout every step of this process and we make sure these strategic goals stay at the forefront of minds to make sure the entire experience is a success. Below you will find a menu of some of the services Stratus is able to provide.



Pre-Event Services

Project Management

- Project management services including the use of web-based project management software throughout the entire event production process for the elements we are supporting. Software includes a comprehensive timeline of deliverables, from contract ratification through planning and implementation, to ensure the schedule of events and programs are carried out within the expected timeframe.
- Project management responsibilities include scheduling and managing bi-weekly meetings with your internal team and reporting on all project updates.
- Additional project management support including but not limited to:
 - stakeholder updates
 - quality control reports.
 - hiring of additional vendors and contractors not currently included in this proposal.

Event Discovery & Development

- Work alongside clients to provide insight, feedback, and management in regard to design, planning and execution of the overall programmatic vision for all production elements.
- Work with your team to identify event timelines, themes, guest experience goals, event and set design, additional concepts, tone, and flow.
- Develop speaker onboarding materials and on-the-ground speaker experience plan.
- Provide full content development consulting and graphic design throughout the planning and production process, including but not limited to:
 - story arc creation
 - programmatic development
 - script development consulting

Pre-Event Services

Venue & Logistics Management

- Full onsite event management and on-the ground support including lead roles surrounding logistics, production, programming, attendee experience, speaker experience, volunteer management, and more.
- Create and manage updates to the overall event timeline to ensure that event flow is logical and runs smoothly.
- Coordinate production schedules and overall floor plans of all event spaces.
- Ensure all event spaces and floor plans abide by applicable laws and regulations, including local Fire Code.
- Negotiate final contracts with selected venues and vendors.



Vendor Management

- Provide vendor acquisition services including RFP processes, contract drafting and review, etc.
- Work alongside production partners and clients to deliver on event vision. This can entail:
 - Source, propose and contract event venue
 - Propose and execute on a cohesive event design with ability to leverage vendor relationships to maximize impact
 - Work with a myriad of vendors including lighting, staging, scenery, entertainment graphic design, security, registration, and other vendors to further refine event look, feel, and attendee experience.
 - And more!



Pre-Event Services

Talent Management Services

- Source, propose, contract, and manage appropriate entertainment options that meet event requirements.
- Send instruction packets/briefings to program participants/talent confirming all details of the event if desired/necessary.
- Liaise with talent/VIP staff and security to ensure all talent/VIP needs are met before and throughout the completion event.



Sponsorship & Partner Management

- Once potential sponsors and/or partners have been identified, the client will be able to hand off the relationship to Stratus to steward. Stewardship process to entail:
 - Reaching out to these sponsors with tailored proposals highlighting the benefits of partnership, such as brand exposure, audience engagement, and networking opportunities.
 - Cultivating strong relationships on behalf of the client with sponsors throughout the event lifecycle, providing regular communication, support, and updates.
 - Activating sponsorships effectively during the event through signage, digital promotion, onsite recognition, and interactive experiences to ensure sponsors receive maximum value and engagement.

Pre-Event Services

Transportation & Accommodations Management

- Full transportation management to ensure hassle-free transportation for attendees, speakers, and staff. This includes managing everything from airport transfers to shuttle services with precision and reliability.
- Source and negotiate favorable rates and manage event room blocks, ensuring attendees enjoy comfortable stays that complement the event experience.

Hospitality Management

- Full Catering Management, including ancillary attendee needs, session breaks, green room setups, executive lounge setup, media and press room setup, meeting spaces/bilateral room needs, etc.
- Coordinate food, beverage, and alcohol vendors while ensuring that the event complies with all applicable laws and regulations.



Pre-Event Services

Diplomatic Protocol Management

- Apply tact and diplomacy in executing all protocol requirements and finalizing all decisions in a respectful manner.
- Utilize knowledge of requirements, standards, traditions, and expectations in relation to protocol and associated diplomatic conventions. Establish goals, priorities, timelines, production standards and performance expectations in the form of SOPs and will review and adjust client's plans and workloads as required.
- Coordinate with foreign embassies in preparation for official visits from their high-ranking Foreign Government officials to the United States.
- Utilize expert skills in interfacing with the White House, the US Capitol, foreign embassies, as well as Federal, State and Local Government Agencies, civic and business organizations to plan and execute all visits, conferences, and social events in an appropriate manner.



Day-Of Services

On-Site Technical Production & Show Direction

- On day of Summit, oversee full sponsorship activation production, technical direction, and stage and floor management.
- Assist with full stage production, as requested and agreed to by Stratus during pre-event planning.
- Manage all day-of technical production services, inclusive of rehearsal management, lead-up tasks, and advanced planning for sponsorship activations.
- Coordinate, and maintain necessary technical requirements including sound, lighting, stage management, video, PowerPoint, and rehearsal(s).
- Manage all programmatic pieces regarding talent before and during the event.

On-Site Set Up Management

- Manage and oversee load-in and setup of decor, stage sets for activations and installations.

On-Site Logistics Management

- Coordinate production schedules and overall floor plans of event spaces alongside your team.
- With ystaff, manage day-of-event timeline to ensure that event flow is logical and runs smoothly while in motion.
- Full Registration Management
Registration staffing costs are to be billed to the client following the event.



Post-Event Services

Post Event Project Management

- Ensure final invoices are sent in a timely manner and all event contracts are closed out.
- Evaluate vendor/contractor performance and provide recommendations on future plans.
- Host final post-event meeting inclusive of all project stakeholders
- Close out the project across all areas of work.



Video Editorial

- Programmatic video editing of all assets provided to Stratus, including but not limited to:
 - color correction, editing for time,
 - audio adjustments, host or
 - transition edits, and the addition of graphics or VO/audio tracks.
- Video editing will be tracked hourly and can be finalized following initial Video Discovery Meetings.





Case Studies

**IV CEO
SUMMIT**
OF THE AMERICAS
LOS ANGELES • JUNE 8-9 • 2022



Suzanne P. Clark
PRESIDENT AND CEO, U.S. CHAMBER OF COMMERCE



2022 IV CEO Summit of the Americas

The 2022 IV CEO Summit of the Americas leveraged the power of the private sector to bring together diverse business leaders—including those representing small and medium-sized enterprises—from the U.S. and across the hemisphere to drive innovative, practical solutions for a brighter future across the Americas.

The 2022 Summit took place June 7-9 2022 In Los Angeles, California, bringing in leaders together from all throughout the western hemisphere for two days of comprehensive business conversation and dialogue. Stratus welcomed heads of state and business leaders from around the globe for three days of Keynote speeches, breakout sessions, press events, offsite receptions and galas, and ancillary bilateral meetings. With a strategic event plan in action, Stratus was able to ensure the client's key leadership's visions and goals were met by producing a logistically comprehensive, dynamic event that impressed sponsors and guests but also remained within budget.

Technology was at the forefront of the summit and enhanced the quality of brand presence witnessed by attendees, adding value to the overall event experience. Innovative methods were used to design and produce a networking forward pre-function area, referred to as "Innovation Alley", where guests were encouraged to connect and expand conversations surrounding the many sessions and meetings they were attending. Advancement and tech-originality could be seen throughout the signature events, workshops, receptions, and sessions which was helpful in leaving guests intrigued and impressed.

In addition to full project management and technical production, Stratus was also responsible for the administration of all visiting delegations from arrival to departure, inclusive of travel, site advance, hotel logistics, summit participation, and more. This included congressional and private sector principals and delegations who were in attendance both as guests and summit speakers.

The seamless working partnership between Stratus and the client allowed for a guest experience that was smooth and impressive and secured a long-term relationship that will continue for years to come.



Halifax International Security Forum

The annual flagship Halifax International Security Forum is widely recognized as the world's foremost security conference for democracies. The annual Forum in Halifax, Nova Scotia attracts an array of top decision-makers, including senior military officers, cabinet-level officials, members of the US Senate, and global industry leaders, along with leading journalists, strategists, and champions for human rights from around the globe.

The 2023 Halifax International Security Forum took place from November 17th – 19th in Halifax, Nova Scotia. Stratus had the lead role in managing the project from site visit to completion, taking on hotel and F&B management, transportation consultation, full project management, domestic, foreign, and private sector delegation management, VIP management, volunteer management, offsite event management, and more.

Through each of these outlets, the Stratus Team executed all details and logistics involved, beginning with the attendees' first communication, all the way through their time in Nova Scotia. We oversaw and managed the travel and transportation logistics, as well as the hotel management for all guests. This included facilitating shuttles, chartered flights, private car pick-ups, and as-needed, other transportation needs, as well as working with the hotel property to assign and manage the room blocks for all guests.

Through our project management plan we coordinated with vendors that touch hospitality, catering, AV, lighting and decor; ensuring that the overall look and feel of the event was cohesive and consistent.

Lastly, a large part of our project plan was centered around VIP and Delegation Management. Delegation presence is a key part of the success of the Forum as many United States and foreign governments participate. Leading up to the event, we worked with the parties to ensure they were registered, that their transportation and travel arrangements had been made, and that their security needs were met. We carried out advance meetings with their respective teams leading up to the event and then acted as their liaisons while onsite during the event.





Congressional
Black Caucus
Foundation



Congressional Black Caucus Foundation ALC

The CBCF Annual Legislative Conference ALC is the leading policy conference on issues impacting African Americans and the Global Black community. Thought leaders, legislators, and community-involved citizens engage in conversations related to economic development, civil and social justice, public health, and education issues.

For the past three years, Stratus has partnered with the Congressional Black Caucus Foundation on their Annual Legislative Conference. In 2021, Stratus assisted the Foundation in pivoting to a virtual format. They reached over 100,000 households via live-streamed sessions, as well as a made-for-broadcast television production of the 2021 Annual Phoenix Awards and 2021 Town Hall, both airing on BET Networks. In 2022, CBCF and Stratus were able to bring together over 6,000 in-person guests for a week of extensive and dynamic programming with events held throughout Washington, DC., and beyond.

Stratus was honored to come back and execute the 52nd CBCF Annual Legislative Conference in September of 2023. Our team coordinated the entire convention, including 7 off-site events, over 100 conference sessions, and the annual Phoenix Awards, hosted by Kofi Siriboe and Janelle James. Legislators, activists, and politicians discussed the year's theme "Securing our Democracy. Protecting our Freedoms. Uplifting our Culture," while also commemorating the 50th Anniversary of Hip Hop.

Collaborating with CBCF, our team utilized our VIP management experience to welcome celebrities such as Quavo, Sean "Diddy" Combs, LL Cool J, bringing together different perspectives on the issues. The Phoenix Awards was also proud to feature President Joe Biden, Vice President Kamala Harris, and the entire CBC, inclusive of 58 members of Congress.

Additionally, throughout the conference, our team worked closely with leading sponsors such as Coca-Cola, Amazon, Meta, TikTok, NASA, BET, and more.

When producing the last three Annual Legislative Conferences, Stratus took the lead role in conference management, technical production, script writing, content development, programming, fundraising consulting, and top-to-bottom show development. Our role was pivotal in creating an atmosphere of enhanced event elements, impressive sponsorship activation, and an inspiring overall guest experience. Stratus has fostered a robust partnership with the Congressional Black Caucus Foundation and will continue that partnership with the production of the 2024 Annual Leadership Conference and all signature events.



Clients & Partners

Associations & Non-Profits



Congressional
Black Caucus
Foundation



RAMW
RESTAURANT ASSOCIATION
METROPOLITAN WASHINGTON



Corporate & Media



**WARNER BROS.
DISCOVERY**



**PUNCHBOWL
NEWS** POWER. PEOPLE. POLITICS.



LG



**NATIONAL
GEOGRAPHIC**

WASHINGTONIAN

NICECROWD



Government & Policy Related



NATIONAL
GOVERNORS
ASSOCIATION



CULTURAL SERVICES
FRENCH EMBASSY
IN THE UNITED STATES



HALIFAX
INTERNATIONAL SECURITY FORUM



Embassy of Colombia
in the United States



THE WHITE HOUSE
HISTORICAL ASSOCIATION



U.S. Chamber of Commerce



