

SDI

SUSAN DAVIS
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National WWII Memorial Dedication

Overview

Tens of thousands of members of “The Greatest Generation” gathered in Washington D.C. for the historic dedication of the National World War II Memorial, the largest ticketed and seated event ever held on the National Mall— considered our nation’s front yard.

SDI spearheaded the event management services and logistical support for this monumental gathering, where more than 150,000 attendees joined such luminaries as former U.S. Presidents Bush and Clinton, U.S. Senator Robert Dole, Tom Brokaw, Tom Hanks, numerous Cabinet and military officials, members of Congress, and WWII Medal of Honor recipients. During the four-day celebration, SDI was privileged to enable a grateful nation to fully embrace and honor the aging men and women who gathered on the National Mall, and through them, pay tribute to the 16 million people who served in the Armed Forces during WWII and the millions who supported them at home.

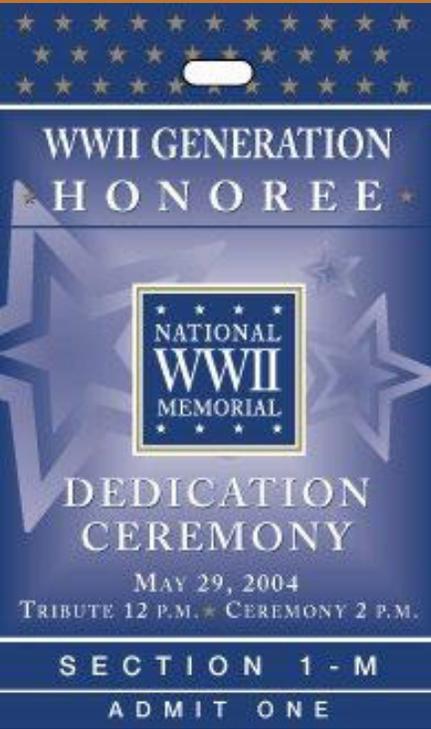
Challenges, Solutions, and Results

In leading the Dedication ceremony, we developed and managed a registration and ticketing process that considered the needs of an aging population and created response mechanisms that were appropriate to the audience and handled on-site event logistics, supervision, coordination, and training of 1,200 event staff and volunteers.

One primary goal was to directly honor as many WWII generation members as possible by giving them priority seating. Due to the limited independence of this aging group, it was necessary to allocate enough tickets to provide for caretaker support while maintaining a WWII-generation honoree majority. To accomplish this, SDI utilized cutting edge seating analysis and real-time tracking reports. As a result, no WWII generation honoree or honoree party who expressed an interest in attending the dedication ceremony was denied access.

An additional challenge was to have WWII generation members from across the country attend the event despite the “first come-first served” ticketing and seating allocation policy. SDI provided analytical and formulaic solutions to ensure geographic equity. As a result, attendees represented all 50 states, Guam and Puerto Rico.

The dedication of the World War II Memorial was flawlessly executed, all potential emergency situations were anticipated and prevented, a complex transportation plan worked beautifully, and the result was a memorable event that brought the huge crowd and the coast-to-coast television audience to tears as they were wrapped in the spirit of national pride and recognition of those who served.



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