

# SUSAN DAVIS INTERNATIONAL

**Susan Davis International (SDI)** is a woman-owned communications and public affairs company with a more than 40-year track record and hundreds of national awards. SDI is headquartered in **Washington, D.C. and has more than 70 agency partners worldwide.** Core competencies include **strategic communications, conferences/meetings/special events, risk management, and crisis communications.**



## **Strategic Communication**

- Stakeholder communication
- Coalition building
- Grassroots outreach
- Partnerships
- Messaging, materials development
- Graphics and editorial services
- Patient advocacy
- Disease awareness campaigns
- Creative writing services
- Media relations
- Online advertising
- Public service advertising
- Positioning and branding
- Social media

## **Conferences/Meetings/Events**

- Strategy
- Program design and execution
- Venue selection and management
- Budgets and timelines
- Logistics support
- Travel and lodging management
- Audio visual, webcasting, live streaming
- Catering and décor
- Database management, registration, RSVP, and seating
- Materials, graphics, and editorial services
- Protocol/security
- Trade show and exhibitions
- Production and stage management

## **Risk/Crisis Communications**

- Organization-wide consulting
- Real-time incident response and risk/crisis management support
- Evaluation of risk communication and crisis plans
- Management and employees' awareness and training
- Behavior modification training
- Scenario-based exercises
- Spokesperson(s)/media training
- Public hearing preparation

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## Past Performance

- U.S. Department of Defense: Defense Health Agency
- U.S. Department of Defense: Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury
- U.S. Department of Defense: Defense Personnel and Family Support Center
- U.S. Department of Labor Tech Day 2019 and 2023
- Smithsonian Museum of American Indian, Dedication of the National Native Americans Veterans Memorial
- Bristol Myers Squibb
- Bill & Melinda Gates Medical Research Institute
- Gilead
- CMS
- Health Resources Services Administration
- SCI Solutions
- Edifecs
- Carena (acquired by Avizia)
- PhRMA
- Biotechnology Innovation Organization
- Interim HealthCare

## Company Data

- Woman-Owned Small Business
- GSA Schedule: 47QRAA22D0034
- NAICS: 541613, 541810, **541820**, 541910, **561920**
- CAGE Code: 3HGK2
- UEI: S8DXLWJ35B64
- PSC: R708
- IPREX Partner Agency



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## Differentiators

SDI has developed and executed complex stakeholder communications campaigns on a national and global basis utilizing **our trademarked Communications Sensitivity Matrix.**™

For decades, SDI's healthcare clients have been improving – and saving – lives. Our team has deep experience working with **government health agencies, pharma/biotech, nonprofits/advocacy groups, and health IT companies.** Our vast expertise spans stakeholder engagement, patient advocacy, disease awareness campaigns, health equity, advisory boards, and more.

SDI's award-winning event and logistics experience includes **trade missions, conferences, global and national summits, groundbreakings and dedications of national memorials, museums and military commemorations.** We have won dozens of awards for ceremonial and historical public events.

SDI has years of experience communicating the needs and concerns of the **military, veterans and their families** to a wide range of stakeholders and in engaging support for the military and veteran communities from corporations, organizations, media and the general public. We have specific expertise in military health, caregiving, and veterans' issues.

SDI has deep experience in the creation and execution of policies, plans, procedures and tools, critical to developing, maintaining, and operating effective **crisis management** plans and programs to include scenario-based exercises. SDI has extensive crisis experience responding to a host of events including financial mismanagement, corporate malfeasance, oil spills, kidnappings and natural disasters.

**A complete list of clients** can be found on our website, [www.susandavis.com](http://www.susandavis.com).

