



CONCEPTS

passion. creativity. results.

4800 Hampden Lane, Suite 200
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conceptscommunications.com

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| Company Overview

Concepts, Inc. is a woman-owned, small business in Bethesda, Md., that specializes in developing and executing communications strategies, partnership programs and public awareness and outreach campaigns. Known for going above and beyond expectations, the firm has successfully managed diverse initiatives on behalf of federal government agencies, nonprofit organizations and private companies. Concepts' team offers subject matter expertise on a variety of issues, including disability, accessibility, veterans/military, employment law and technology.

| Services

Since its establishment in 1996, Concepts has successfully managed a range of activities for federal and private sector clients.

Core services include:

- Strategic Planning and Outreach Campaign Implementation
- Message Development and Audience Analysis
- Subject Matter Expertise in Disability Employment
- Document and Website Accessibility and Remediation
- Small Business Engagement Strategy
- Partnership Development
- Market Research
- Copywriting, Graphic Design and Materials Development
- Video and Photography Production and Distribution
- Social Media Strategy and Management
- Website Information Architecture, Design and Content Management
- Presentation Development and Speechwriting
- Media Relations
- Media/Presentation Coaching
- Trade Show and Event Support
- Quality Assurance and Project Evaluation

| GSA Schedule

Concepts is pleased to offer its services to federal government agencies on the General Service Administration's (GSA) Professional Services Schedule (PSS) under Contract Number 47QRAA18D00ER.

For more information about Concepts, please visit:

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Awards for Concepts, Inc.

- Received 2018 Washington LeadersNest FedFem Award
- Ranked #7 on the Washington Business Journal's 2018 Public Relations Agencies List
- Received SmartCEO's 2016 Brava Award
- Received PR News' 2016 Diversity in PR Award: Organization
- Received the 2015 Best of Business Bethesda Small Business Award
- Recognized as a Top Federal Government Public Relations Contractor by the Federal Times in 2012

Awards on Behalf of Clients

- 2018 dotCOMM Platinum Award for Government Website – Campaign for Disability Employment
- 2018 Association of Marketing and Communication Professionals, MarCom Gold Award – Campaign for Disability Employment Website
- 2018 Gold AVA Digital Award, Web-Based Production, Web Element, Training/E-Learning – Employer Assistance and Resource Network on Disability Inclusion (EARN) Dinah Cohen Training Center for Disability Employment & Inclusion
- 2018 Association of Marketing and Communication Professionals, MarCom Platinum Award – Employer Assistance and Resource Network on Disability Inclusion (EARN) Inclusion@Work Framework
- 2018 dotCOMM Platinum Award – WhatCanYOUDoCampaign.org Redesign
- 2018 Association of Marketing and Communication Professionals, MarCom Gold Award – ePolicyWorks' Video Introduction
- 2017 Association of Marketing and Communication Professionals, MarCom Gold Award – #ApprenticeshipWorks Video Series
- 2016 International Academy of Visual Arts' Communicator Awards, Content Marketing: Blog Silver Award of Distinction – ADA25 Guest Blogger Series
- 2016 Content Marketing: Blog Silver Award of Distinction – ADA25 Guest Blogger Series
- 2016 International Academy of Visual Arts' Communicator Awards, Content and Marketing: Branded Social Campaign Silver Award of Distinction – Disability.gov #DgovADA25
- 2015 Interactive Media Awards, Outstanding Achievement Award for the #DgovADA25 Guest Blogger Series – Disability.gov
- 2015 Association of Marketing and Communication Professionals, Hermes Gold Creative Award, Blog – Disability.gov
- 2015 Association of Marketing and Communication Professionals, Hermes Honorable Mention, People/Portrait – Disability.gov
- 2015 International Academy of Visual Arts' Communicator Awards, Government Website Silver Award of Distinction – Disability.gov

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