



Branding at Berlin Conference

Flying High at the International Ballistic Missile Defense Conference

Challenge: Winning the Kinetic Energy Intercept (KEI) program gave NGC the opportunity to brand itself as a Tier 1 player in missile defense. Sector President Don Winter decided to use the international BMD conference as the launch point for this market campaign. Worked as program manager responsible for all aspects of the conference except physical security.

Analysis: To be considered as a Tier 1 player, all Sectors of NGC needed to “speak with one voice” and coordinate on all aspects of the conference including the exhibit hall display and content, executive contact plans, messaging, collateral marketing material, and invitations to special events.

Implementation: The Missile Defense Integration Group was created with key representatives from all NGC Sectors to facilitate communications. They formed working groups for the exhibit, marketing communications, and special events supporting “one NGC voice.” As the PM, led the NGC International Program Committee in the selection of technical papers and oversaw all aspects of the conference planning including NGC’s presence in conference events.

Result: NGC’s reception at the prestigious Hotel Adlon was well-attended by CEOs, VPs and key members of the German MOD. Flawlessly executed conference logistics, executive contact plans, dinners, and spouses program that tangibly demonstrated NGC’s commitment to quality, the Missile Defense Agency (MDA), and the KEI program achieving NGC’s goals. Recognized by the Director of MDA for “a very successful BMD Conference and Exhibition in Berlin, Germany.”

Experience: Cyber BDA leverages strong backgrounds in program management, branding and marketing, as well as global business development experience to provide a powerful combination to achieve business objectives globally.