



CCI

COMMUNICATIONS
CONCEPTS, INC.

Spring 2015

An audio visual communications company specializing in video production, technical writing, graphics, interactive touch screens, digital displays, and training solutions.

CCI Captures the Unveiling of the New Airbus H160

Safran USA, a leading provider of innovative equipment for the rotorcraft market, was in the spotlight at the March 2015 Heli-Expo at the Orange County Convention Center in Orlando. CCI was present to record and produce a promotional video showcasing the Group's high-technology products.

CCI was able to film the Turbomeca press conference and later the unveiling of the new Turbomeca engine that will power the latest Airbus helicopter platform. Turbomeca's main displays included a range of the company's while other Group companies displayed a variety of products varying from turbine engines, auxiliary power units and avionics to



wiring harnesses, electrical power generation systems, landing gear, wheels and brakes. Safran's products support numerous

HOW COULD THIS HELP YOU
Producing a video about your company's presence at trade-show extends your reach to clients and prospects that were not at the show, and makes sure everyone gets to see important announcements and press events.

commercial and military aircraft for such U.S. customers as the Department of Defense, Department of Homeland Security, national and state law enforcement agencies, along with emergency medical services, commercial offshore and tourism operators.

CCI captured plenty of interesting HD material, including product unveilings,

informative interviews with Safran's executives and employees. This allowed CCI to create fast paced overview of the show for use on Safran's websites and social media.

Heli-Expo is the world's largest helicopter trade show with over 18,000 attendees and nearly 800 exhibitors.

You can see the video at: <http://www.safran-usa.com/media/photos-videos/videos>



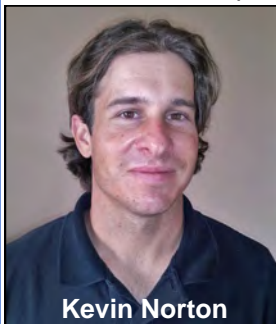
Turbomeca press conference



CCI Staff Kevin Norton & Kyle McClamma

Exceptional AV Rental Solutions

CCI is equipped to handle all types of local and national special events, from corporate meetings to awards shows, and offers complete planning services. Our audio - visual rental department



Kevin Norton

has the staff and equipment to make your event a success. We can develop a multi-media presentation, set up the AV rental gear, and support the AV rental equipment. We also provide an itemized list as well as package lists of equipment with on call AV Technicians available 24/7.

Meet Kevin Norton, who recently joined the CCI team. He is an AV technician as well as part of our Production staff. He supports clients

by providing Audio Visual rental solutions, helping plan the tech side of events and producing videos and other materials for their shows. Kevin previously worked in Washington, DC in media production. "We can reach people on their smart phones, or in traditional screenings," Norton said. "This is an exciting time to be in the industry."

For a complete list of rental equipment, call (321) 783-5232.

Real Estate Videos - A More Efficient Way To Market

Selling the largest remaining piece of land with river frontage on both sides of the property in Brevard County was not too large of a project for the video production crew at Communications Concepts.

Joe Janson of Dale Sorenson Real Estate chose CCI to record and produce a promotional real estate video for 17.4 acres of lush Florida living in the South Tropical Trail area of Merritt Island located in between the Indian River and the Banana River. Real estate videos are a more effective tool for buyers to see more properties more quickly and save time for everyone. CCI has the people, the artistic and technical skills, and the right equipment to showcase your business and product in any situation.

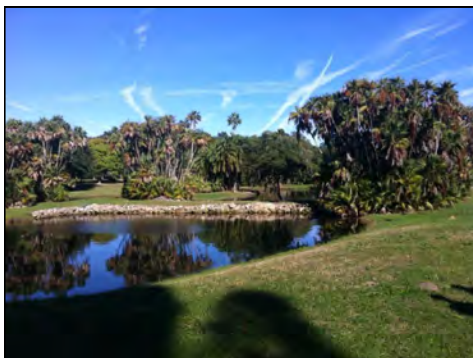
WHY THIS MATTERS

People are reading less and watching videos more. A Chamberlain Research Study found 73.4% Indicate significant increase in comfort level is doing business with company after viewing web video. Buyers are now conditioned to expect information via a video.

"CCI was a pleasure to work with in the filming of the Video Tour. Anthony and his crew were professional and delivered a beautifully finished project. The video speaks for itself, as it showcases the majesty of the



property and displays what viewers wouldn't normally be able to see without coming to visit the property themselves. It's a great tool for people in the market and who may not live locally. I look forward to other opportunities to work with CCI and do more Real Estate Video Tour videos like this in the future."



Producer and cameraman Anthony Hight said "when I approached the property, I was concerned and excited because it was a beautiful location but

I wanted it to be perfect. When you shoot outdoors, there are many elements you are battling, but they can also make your shoot perfect if you plan your shots carefully. I decided to work with the sun and shoot everything while it was perfectly lit, which also means I didn't have to battle lens glare. When the sun started to descend, I was able to shoot the opposite side of the property and the inside of the house. It was a 3 person job since we used our Kessler Crane, which gets those perfect pans, rises and falls, and brings the added dimension to



the video. I love projects like this because it challenges me and allows me to be creative with the camera and editing. I am pleased with how it turned out and the client is too, which is the highest priority. This type of video is a great way for people to see your property from their computer or phone."

6075 S. Tropical Trail is now ready for a virtual showing to anyone, anywhere.

<https://www.youtube.com/watch?v=qMTXcYBMAEE&feature=youtu.be>

Web Series Produced by CCI Wins “Image Award” For Kennedy Space Center Visitor Complex & NASA

The Florida Public Relations Association presented an “Image Award” to the Kennedy Space Center Visitor Complex for a video series produced by CCI entitled, “*Untold Stories from the Rocket Ranch*”.

This award demonstrates excellence in PR and was awarded during their annual Media Summit on April 16th at Port Canaveral, FL.

Christine Regan, Social Media and Content Specialist for the Kennedy Space Center Visitor Complex accepted the award and then brought it to our offices to share the news.

“Untold Stores” is series of 38 videos featuring interviews with former space program workers talking about their unusual, interesting and sometimes funny experiences while working on the space program.

WHY YOU SHOULD CARE

There are good reasons for putting a video series on your website. Your website is more likely to be found in search with a video series, so it drives traffic. Plus, a visitor will spend 88% more time on a website with a video, than one without. Most videos have a 4 year life span, so they are good investments.

CCI worked with KSC VC to identify potential stories and to locate and contact the story tellers. Each episode delivers a compelling account of an event by revealing the back story of various moments in space history at KSC and Cape Canaveral Air Force Station as told by the people that made it happen. And each episode also includes excerpts of an interview with a KSC space legend with historic footage music and graphics.

CCI coordinated the entire production process which includes research, phone interviews, scheduling each storyteller to have their story recorded, the production crew (interviewer,



Christine Regan, Kennedy Space Center Visitor Complex

camera operator, hair and make-up artist), studio and green room facilities for the interviews and NASA oversight during interview, post-production facilities and editing personnel. CCI shot all of the interviews in their studios in Cape Canaveral on Green Screen to allow the background to be changed to fit each story and so the interviews could be used for additional applications at a later date.

Finding photos and video footage to support the stories was also managed by CCI including archive footage acquisition, transfer, media return and maintaining logs of all footage. CCI also provided transcription of each episode of the series for NASA review. CCI is particularly proud of the art direction, design and production of all



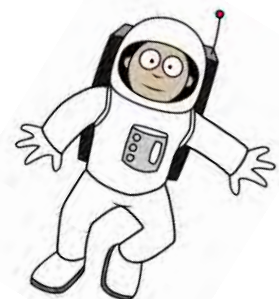
Jim Lewis & Robin Champagne, CCI

graphics for the series. This work included designing and producing a logo for use on each episode, in print and for embroidery on shirts. The opening for the show and program graphics package created a unique branding that tied each episode of Untold Stories together as a series with an immediately identifiable look and feel.



This entertaining series creates interest in Space and the Space “Untold Stories from The Rocket Ranch” can be seen on Kennedy Space Center’s You Tube.

<https://www.youtube.com/playlist?list=PLtHSbSa7iFT5LXn3kEXzvA2h3QpvONgPU>



How to Prepare to Write a Proposal

Start Early and Revise Often

Most people think of the “proposal” as the final written document submitted to a prospect in response to an RFP. However, it is really the specific solution you are proposing (your proposal) that is the critical backbone of any final document created in response to a set of requirements from a customer. Most agree that a customer’s buying decision is 40 to 80 percent decided before any proposals are submitted. This is important due to the fact that many products and services purchased by these clients involve higher complexity and ultimately the buying decisions are often made by more than one person. These realities require the seller to provide the client with effective reasons for investing in a product or service approach based on value, regardless of whether low price is the deciding factor. As such, key proposal development team members should be budgeted, resourced, and tasked early in the capture phase to assist in solution development in order to provide the Capture Manager with tools for positioning your company with the prospect long before the RFP is released.

Additionally, there are several steps that occur during the proposal process with the Federal Government. These steps are taken to ensure that the best provider of the goods and services is chosen to provide the goods and services needed. The first step in the process that a contractor will see is the Sources Sought. The next step would be a Draft Request for Proposal (DRFP), then a Request for Proposal (RFP). Once the decision process has narrowed down the number of competitors, a Final Proposal Request (FPR) may be requested by the Government to help in the final selection. This type of selling can be a long process, often measured in years from the time an opportunity is identified to the time the provider is selected.

As you can see, this process demands a significant investment in terms of

man-hours and knowledge capture from the customer in order to successfully navigate your solution through all these steps, culminating in a final proposal delivered to the prospect. You need to consider five major items before embarking on a proposal effort:

- Consider the Return on Investment (ROI) associated with developing a solution and submitting a proposal.
- Take time to review the requirements and understand what the government agency wants.
- Develop your Concept of Operations (CONOPS) for how you will perform the work.
- Understand the competition and how to beat it.
- Refine your approach, write a draft executive summary and define discriminators, themes, and features and benefits.



Return on Investment (ROI).

Successfully capturing even mildly complex opportunities requires commitment, investment, and action from proposal team resources. Effective capture is a team sport that must be supported early and often by key members of the proposal team. It pays to resource and engage the proposal team very early in the capture phase. However, the cost of developing and refining the solution and ultimately writing the proposal must be acceptable in terms of the potential for new business, even if you

don't win? A good rule of thumb is to set your Bid and Proposal budget for the effort between 0.75 percent and 1.5 percent of the expected annual value of the opportunity. This will allow you to determine a reasonable budget for designing the solution and preparing the final proposal.

Understand the Problem.

A successful proposal articulates a solution designed specifically to solve the customer’s challenges. A successful capture plan includes a written, action-oriented approach that drives early and effective customer interaction that first ensures your understanding of the customer’s requirements, while also positioning the customer to prefer your organization and your solution to the exclusion of your competitors. A best practice is to establish and convene the proposal team as an integral part of the capture planning team to assist the Capture Manager in developing and refining a solution set that is used as a baseline for discussion with the customer on the best ways for your company to meet the requirements. Customer feedback against this baseline solution provides all stakeholders with a more realistic understanding of each opportunity and ensures a well-thought-out technical approach in the final proposal. Involving more than just the Proposal Manager in the capture phase ensures you can focus on early definition of a focused solution through an evolving concept of operations that, in turn enables you to influence the prospect’s requirements and specifications.

Develop Your Concept of Operations (CONOPS).

Your proposal must have well-thought-out technical approaches related to the specific opportunity. Your proposal must describe your management approach in detail. Therefore, a CONOPS is best developed as a graphic early in the capture phase, with the assigned proposal team, that

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How to Prepare to Write a Proposal continued...

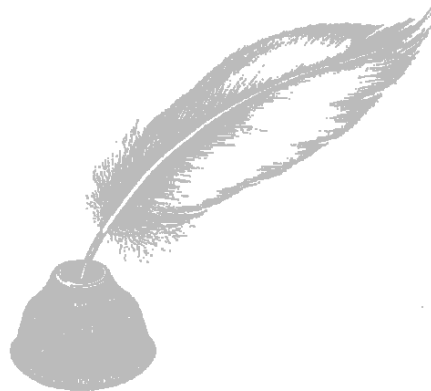
effectively communicates the characteristics of your proposed approach from the customer's perspective. An effective CONOPS shows how your set of capabilities can be employed to achieve the customer's desired objective. It's best to develop the first draft of the CONOPS early in the capture phase using information from the initial capture strategy and plan and Black Hat reviews. This leaves time for the Capture Manager to validate the approach with the customer prior to release of the RFP.

An effective CONOPS ensures your proposal highlights your best technical capability. It is unwise to assume that the government will know what you are talking about when describing your process. This is greatly clarified during CONOPS development. For example, seriously think about the How's, Who's and When's when developing the CONOPS which can be then be directly incorporated when writing your technical proposal making it clear to the customer. Also, when developing the CONOPS, the team can discuss expected problems that will be encountered and how you will deal with them based on direct feedback from the customer. Developing the CONOPS early gives the Capture Manager specific topics for discussion with the client. This resulting feedback is then fed back to the team for the specific purpose of the refining the solution based on the specific customer requirements. This ultimately strengthens your technical solution by driving foresight and risk mitigation aspects into the solution design. This also brings out aspects of your solution that focuses on the Agency's future mission.

Understand the Competition and How to Beat It.

You should write to beat your competition, not just focus on the solicitation's basic requirements. It pays to do your homework on your competition as well. Time invested in knowing your competition actually pays off. If you think you know everything there is to know about a competitor you're wrong. Check hubris at the

door. Assume that even companies you worked for before – even for a short while – have capabilities and experience you don't know. Do your homework. It is imperative to spend time and effort to research and analyze the strengths, weaknesses and possible strategies that may be used by all of the most credible competitors. Once these Black Hat exercises are finished, you should then re-convene the CONOPS team to discuss the results and revise your solution as needed to accommodate your findings about your competitors.



Refine Your Approach.

The final addition to your capture plan before the RFP drops should be a draft of the executive summary of the proposal you intend to prepare for a given opportunity. An executive summary has basically nothing to do with product presentation, and everything to do with a persuasive sales pitch. It's your unique opportunity to convince the reader that your solution provides the best value proposition: the best benefit at the lowest cost. The more complex the opportunity, the more important the executive summary is likely to be. Specifically, the executive summary steers clear of technicalities to instead concentrate on substantiating the benefits for the customer. Your executive summary should contain your value proposition, which should be grasped right away by your reader. We recommend three suggestions below in order to properly prepare an effective executive summary.

- Identify three main benefits - no more, no less - that your executive summary will cover, putting them in descending order of importance. This is the way they will appear in your document body, since you want to grab the reader's attention as early as possible.
- For each benefit, write a simple, declarative, and persuasive sentence by applying the S.P.A. rule for your value proposition:
- State your benefit by acknowledging your customers' needs - this grabs their attention.
- Prove your statement, by giving your customers several references (examples of past performance, clients, case studies, white papers, and so on).
- Apply your benefit to your customers, by unveiling the real value that not only the customer but also the entire organization can get out of your offer. Use representation (numbers, facts, percentages, references, studies) instead of marketing puffery or commercial fluff.

You are now ready for the customer to release their RFP! By assigning and engaging the proposal team early in the capture phase you have created the conditions for winning by focusing the team and your solution on the customer's needs, the true value you bring the customer, and setup the conditions for preparing an effective proposal tailored to the RFP. Writing a winning proposal is truly a team effort, taking time, personnel and patience to complete. Once the RFP drops, you will do little else during the entire proposal development period. Remember – be early, be flexible, be patient and most of all, be attentive to the customer.

Do you need help with your proposed solution? CCI offers full proposal support from capture, writing, graphics and more. Contact Bill Allen at ballen@cciflorida.com for help.