



2012 ADME ACHIEVEMENT AWARDS

BEST PUBLIC ENTRY

THE DETAILS



END USER
USA SCIENCE & ENGINEERING
FESTIVAL

PROGRAM
TWO-DAY SCIENTIFIC EXPO ON
THE NATIONAL MALL

LOCATION
WASHINGTON, DC

DATE
OCTOBER 23 - 24, 2010

ATTENDEES
SEVERAL HUNDRED THOUSANDS

OUR PLAN

The National Mall and downtown Washington DC served as the location for the inaugural USA Science & Engineering Festival Expo which wanted to make science cool for kids. We coordinated 800 booths, 20 government permitting agencies, 75 performances on four stages and crowds of half a million, all stretched over a square mile of downtown DC. But, this started as an Expo without a home as the federal and DC governments delayed venue approval for such a large show.

Goal eventually achieved – it was absolutely cool to be a geek!



THE CHALLENGE

Managing an event this size was harder than discovering the mechanism for cold fusion! The National Park Service only accepted half our 800 booths on the National Mall, citing the fact that our expected crowd count would tear up the turf and damage the Mall's infrastructure. What followed was a 6-month intense and trying search for space to house 400 booths throughout the city in a pattern that made sense for the crowd to navigate.



OUR SOLUTION



Not only did we have to meet the very strict requirements of the National Park Service, but we also had to petition the District of Columbia government, the DC Metropolitan Police, the Government Services Administration, the Metro Transit Police and the Secret Service to approve our footprint. Only when final approval was granted four months out were we able to start implementing our strategic plan for success.