

THE STORY ABOUT US “CAPABILITIES STATEMENT”

Established 10/31/2005

Adztech is a diverse team made up of public relation **professionals**, marketing **enthusiasts**, hardworking sales assistants, **creative** graphic artists, **articulate** writers, electronic editors, social media **networkers and jet setting wholesalers** - let's not to forget - **masters of trade** in event management, that work towards the same goal day in and day out. The diversity we embody within our team is a melting pot of hard work, dedication, commitment, collaboration and vast creativity. Our vision and our beliefs were shaped from the experience and knowledge obtained from the social interactions between us and the partnerships we have been involved in within our community on Guam and the CNMI.

Adztech has the creativity and marketing experience to get the job done. There is no limitation to what our clients want or entail. **We take pride in the work we put out and we strive to ensure the dreams of our clients are transformed into something tangible and beyond their expectations.** Adztech is a reliable team that is willing to stand side by side, shoulder-to-shoulder, in all decision making and planning, as it should be. As strong believers of change, we ensure all our time dedicated to each project is effectively planned and enforced to bring new successes. Bringing the partnerships we create with our clients are held to our highest importance.

REACHING OUR PEOPLE

We make deliberate and targeted efforts to present constructive outlooks, while managing any negatives in the court of public opinion, for our clients' sake. The connection between the public and our clients is a relationship that needs to be stressed and targeted. Adztech will help take the lead of a “middleman” when targeting the relationship between our people, our client and us. We will work to bring what our people want into view and connect it with what our clients are able to provide. Once we are able to target our people's wants then we will be able to approach them with detailed explanations of how the products our clients provide is what they need.

Adztech has had the privilege to work for and with clients that have pushed island-named projects and events that reached and transformed our public towards a positive outlook - From our efforts in event managing Guam's largest successful event our island has hosted, the 2016 Festival of the Pacific Arts and the 2022 Pacific Mini Games, the largest event in the CNMI. For over 12 years, Adztech has managed Special Olympics Guam sporting events; and has two leading board of directors who have been recognized Globally as the National Sports Director in our region and the Director of Communications both of whom has played crucial roles in attaining Special Olympics Guam accreditation and is a part of Special Olympics International. We believe that the experiences we take-away has only strengthened us as a whole; but, has helped us to continuously achieve our mission and dedication to our clients - some whom are showcased in this portfolio. Event Management is in Adztech's wheelhouse. We understand the dynamics, logistics and collaborative efforts it takes to output a successful event. But, most especially keeping a positive mindset and focus to keep integrity in tact. Adztech has





SCOPE OF SERVICES

been in business for about 18 years and holds both Hubzone certification, and Economically Disadvantage Woman Owned certification (currently, the only company on island in this industry to hold this certification) - expanding business to new locations, merging and acquiring new businesses and access to federal and local contracting opportunities.

Adztech is a part of many non-profit organizations on island - Special Olympics Guam, Guam Contractors Association, Guam Womens Chamber of Commerce, Lupus Awareness Group of Guam, and KPRG Public Radio Guam just to name a few. We are advocates for persons with disabilities. We've been in a private/public partnership with Division of Vocational Rehabilitation training persons with disabilities on marketing and event management. As you review our portfolio, we present some of our work that we have done. There are many successes and vast results. We've been called many great things but one nickname stands out - "the do-it-all and crisis management group."

Agency:

- Marketing and Strategy
- Event Management
- Advertising
- Public Relations
- Grant Writing & Program Management
- Online Events: Zoom Forums / Meetings / Webinars
- Crisis Management

Campaigns:

- Media Campaigns and Buys
- Product Campaigns and Development
- Outreach Campaigns, Public Service, and Programs
- Non-Profit Consultation and Campaigns

Wholesale:

Flowers | Promotional Goods | Decorations

Production Work:

- Website Development / Management / Design / Hosting
- Social Media Management
- Electronic Media
- Graphic Design
- Print Production
- Photography / Drone Work
- Radio and Video Recording and Editing
- Promotional Materials
- Logistics: Fabrication, Printing, Set Up, Breakdown

Publication:

- Magazine publication
- Copywriting / Writing / Editing

----- Certifications -----

- SBA Emerging Leaders Program Graduate
- Social Media Management (Facebook Certified)
- Master Grants Course
- SOAP Communication and Development Workshop
- Goldman Sachs 10,000 Women Courses
- 10 Hour OSHA Hazard Training Course
- NAWIC Leadership Training