

ORGANIZATIONS THAT HOST EVENTS INCLUDING HARVARD BUSINESS REVIEW, YALE SCHOOL OF MANAGEMENT'S CHIEF EXECUTIVE LEADERSHIP INSTITUTE, AND ATLISSIAN RELY ON US TO CREATE CONCISE, INFORMATIVE **POST-EVENT EXECUTIVE SUMMARIES** LIKE CLIFFSNOTES THAT CAPTURE AN EVENT'S MOST IMPORTANT INFORMATION. OUR SUMMARIES REINFORCE EVENT KEY TAKEAWAYS AND EXTEND AN EVENT'S REACH, INCREASING THE EDUCATIONAL VALUE AND IMPACT.

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- Over 20 years ago, **BULLSEYE RESOURCES, INC.** saw an important unmet need: The most valuable information from conferences and events is often not captured and summarized in a concise, easily digestible, easily shareable way. BullsEye Resources is solely focused on meeting this need. We have exceptional knowledge, skills, and expertise in creating **post-event summaries, recaps, and reports**. We have become a reliable partner for hundreds of organizations (corporations, universities, event and publishing companies, associations) that have engaged BullsEye to create summaries from thousands of events.
- We excel in the art of crafting Executive Summaries and other types of post-event content – blogs, white papers, eBooks, reports, video clips. These products involve distilling complex event information into concise educational summaries, which enable spreading the most important ideas from an event to a broader audience.
- Our experienced team includes knowledgeable writers, analysts, editors, graphic designers, and project managers. Our team specializes in creating easy-to-understand summaries that increase the educational value and reach of events.
- Our strength lies in our ability to distill complex information into concise summaries that identify the key points, are informative and educational, look great, and are created quickly, just days after an event.
- Our simple project-based pricing structure enables clients to dramatically increase the strategic and educational value of their events at a predictable, modest expense.
- We provide free consultations during which we seek to understand key goals and messages of a client's event and then develop customized post-event content recommendations. This customized, collaborative approach to post-event content creation encourages a fruitful long-term partnership that results in more valuable, more impactful events.

CREATE POST-EVENT CONTENT**TYPES OF EVENTS WE SUMMARIZE**

- Conferences
- Meetings
- Workshops
- Seminars
- Symposia
- Webinars and Virtual Events

TYPES OF CONTENT WE CREATE

- Executive Summaries
- Webinar Briefs
- White Papers
- eBooks
- Case Studies
- Blogs and Articles
- Conference Reports
- Video Clips
- Other Types of Custom Content

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