

*“Breaking Through with  
Marketing Solutions”*



**A. Bruce Williams & Associates**  
*Marketing, Media & Customer Care Consulting*



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***Event Marketing Capability Statement***



***A. Bruce Williams & Associates***  
***Marketing, Media and Customer Care Consulting***  
***Capabilities and Qualifications***

A. Bruce & Associates Media Sales was established in 1996 to develop, manage and execute media sales, sales promotion activities and the acquisition of sponsorships for radio, print, non-profit, cable and broadcast television organizations and events. On February 3, 2000, the enterprise was reorganized and A. Bruce Williams & Associates was formed with an emphasis on marketing, marketing strategy and consultation, media planning and customer care consulting including community outreach.

With over 25 years of experience A. Bruce Williams and Associates provides potent marketing, media and customer care solutions that work. Whether it's leveraging the attributes of current products or services or providing strategies to increase market share in new and emerging market segments, A. Bruce Williams and Associates provides the strategic clarity and focus that generates tangible results.

***Experience***

**Universoul Circus**

ABW&A was designated group sales agent for 2009 & 2010 Norfolk performances, marketing, community outreach and public relations consultant for 2009 Tour in Kansas City, Milwaukee, Chicago, St. Louis and Philadelphia. As regional Marketing Consultant at the completion of their 2017 appearance generated over 40,000 in attendance from July 26-August 6.

**Festevents**

ABW&A worked on audience development, sponsorship acquisition and media planning and placement for the 34th and 35th Norfolk Waterfront Jazz Festival which has resulted in record breaking attendance and revenue. In addition the efforts accomplished a sell out in available hotel rooms in the city with a 56% increase in attendees from all over the Mid Atlantic.

**Church Street Jazz Series**



ABWA has managed the marketing activities for the Church Street Jazz Series for two seasons with increasing awareness, attendance and sponsorship support . The series has presented world class Jazz performers in the historic Attucks Theater in Norfolk, VA and the iconic Bob James in the Harrison Opera House. The 2017-2018 series marketing efforts are underway including support for the HJ Lang Foundation supporting student musicians and music education.

### **Africana Virginia Beach Featuring FunkFest**

Co-Founder of Africana Virginia Beach in cooperation with Beachevents Virginia Beach , 2013,2014 and 2015. Responsible for transforming a 2 nights of RnB concerts at the beach drawing locally and entertaining 6,000 attendees to a African cultural experience weekend at the beach now drawing over 25,000 attendees from Richmond, Metro DC, Maryland, and North Carolina . The event now generates hotel room reservations a year in advance, generates economic opportunity for minority and women vendors, and increased African American tourism overall for Virginia Beach. Currently contracted to place out of market media for the event.

### ***Experience***

#### **Optima Family Care**

Researched and assisted in implementation of branding program in Southeastern and Central Virginia resulting in a 13% increase in penetration and significant improvement in public awareness statewide. ABW&A provided consultation on community outreach programs and marketing initiatives resulting in 2 market area awards and a national award for community involvement

#### **Norfolk Redevelopment and Housing NRHA**

ABW&A worked on the successful BroadCreek Hope Six project in Norfolk, Virginia, a unique mixed use residential area near the city's downtown. The work for this client generated a brand tag for the community "BroadCreek, In Town, In Touch, In Style" and made it the site for the first urban Homearama in the Hampton Roads area.

#### **Jamestown 2007 African American Signature Events (NON-PROFIT)**



ABW&A provided marketing and public relations support and consultation for the African American Signature events of the 400<sup>th</sup> Commemoration of the establishment of the first successful English colony in America at Jamestown, VA. The signature events included The State of Black America Conference conducted by Tavis Smiley, African Imprint Day at the Jamestown Settlement and the acquisition of an African Artifact as part of the Jamestown Settlement permanent collection.

### **Virginia Arts Festival (NON-PROFIT)**

ABW&A provided marketing consultation and support for the Virginia Arts Festival and the Attucks Theatre including audience development, promotion and advertising services.

### **Norfolk Baseball Company**

ABW&A worked on this public affairs project to bring a Major League Baseball team to Norfolk. The effort moved Norfolk to the number two position behind Washington DC by generating over 90 corporate box commitments and close to 10,000 season tickets sold and national exposure.

### **Harry's Barbecue**

ABW&A provided marketing advice and counsel to Bill Booker owner of Harry's Barbecue restaurant in Downtown Norfolk positioning his eatery s a must stop for visiting politicians, performing artists , conventioners and visitors to Norfolk.

### **Deja Blu Restaurant**

Provided technical assistance, marketing analysis, advocacy services and public relations activities for the only African American owned restaurant on the Virginia Beach Oceanfront.

### **Taste N See Banquet Facility at the Murray Center**

Currently providing customer care, marketing, media and public relations activities for this full service church owned non-profit conference and banquet venue with a 600 person main room capacity and multi room conference and dining services.



## *Personal Background*

### **A. Bruce Williams President/CEO A. Bruce Williams & Associates**

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Master of Business Administration

College of William and Mary, Williamsburg, VA 1994

Bachelor of Business Administration

Bernard M. Baruch College, City University of New York 1971

Associate of Arts and Science. Management

Queensborough Community College, City University of New York

President and CEO who directly provides his knowledge and experience to organizations such as Festevents, Fort Norfolk Plaza Medical Associates, Optima Family Care, NRHA, the Universoul Circus, Virginia Energy, Mobile Advertising TV, Portsmouth Public Schools, The Church Street Jazz Series and Transformation Consulting.

Previously responsible for development and senior account activities with the key clients including Virginia Power, Newport News Shipbuilding, Norfolk State University, Virginia Housing Development Authority, Hampton Roads Transit, City of Norfolk among others.

He has held senior management positions with Cox Communications, Viacom Cablevision, TCI (Comcast), Westinghouse Broadcasting and Cable and The New York Times-responsible for marketing management, customer care, marketing strategy, public relations, advertising, sales, promotions and consumer issues.

Mr. Williams, a native of New York City and resident of Virginia Beach, Virginia, holds a Masters of Business Administration degree from the College of William and Mary, a Bachelors of Business Administration from Bernard M. Baruch College, City University of New York, and an Associates of Arts and Science in management from Queensborough College, City University of New York. He



holds certificates from AT&T Global Business Systems in Vector Design and the J. Walter Thompson Communispond Course in public speaking.

He has won several awards including the Vision Award National Finalist for best video PSA, the NAACP Area II Award for Outstanding Community Service, the W.A.L.L.S. award for outstanding entrepreneur, and a two-time, Cable Television Administration and Marketing Society Marketing Case Study Competition winner. Co-founder of Africana Virginia Beach.

A. Bruce Williams is a former member of the Adjunct Faculty of ECPI College of Technology and instructor for the Center for Community Development Inc. Portsmouth, VA conducted business workshops for prospective and new business owners. Currently he is the outreach coordinator for the Portsmouth Public Schools M/WBE Procurement Program managed by Transformation Consulting, Inc.

He was appointed by Governor Tim Kaine to the Board for Contractors of the Commonwealth of Virginia and served for eight years as a board member. He was appointed as a member of the Health Services Advisory Board for the City of Virginia Beach, He was appointed by the City Council of Virginia Beach to the city's Health Services Advisory Board. He was named Man of the Year for 2017 by the Historic First Baptist Church of Norfolk Inc.

He is Chairman Emeritus of the Board of Directors of the William A. Hunton YMCA, former Marketing Chair for the Virginia African-American Forum for Jamestown 2007, was a Member African American Advisory Council Jamestown 2007, former Member of the UNCF-VA Advisory Committee, Member Urban League of Hampton Roads and the MLK Community Leaders Breakfast Committee and former member of the Virginia Beach Sports Events Grants Committee.

He is Vice President of the Hampton Roads Committee of 200+ Men, a Board member and First Vice President of Future Hampton Roads, a Board member of the Portsmouth Branch Hampton Roads Chamber of Commerce, a Member of the Virginia Beach Branch NAACP and economic development chair, a member of Virginians for High Speed Rail, and a Member of the Board of Elders, First Baptist Church of Norfolk, Inc. A resident of Virginia beach, he is married with 3 children and 14 grandchildren.



8/12/17

## ***Contact information***

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