



**Dynamic Consulting Group (DCG)** is a unique mix of technologists, marketers, designers, artists and wordsmiths working to strengthen the business efforts of others. We help organizations by providing a broad range of complementary and integrated services sculpted to meet a client's individual and diverse needs.

#### **The DCG Ethos: S.M.A.R.T. Goals**

S.M.A.R.T. is an acronym for specific, measurable, attainable, reasonable and time-bound, and we use it to describe the goals and objectives of our clients.

#### **The DCG Promise**

We pledge to listen to your needs, inform you of the options available and help guide you to a comprehensive solution.

#### **DataSurety™ and Data Quality Initiatives**

DCG's DataSurety service identifies association records that contain dirty data and offers associations an affordable and thorough quantitative analysis of their data quality. DCG's proprietary methodology for analyzing data and processes is perfect for associations suffering from the effects of dirty data.

#### **Technology Consulting**

DCG works with clients to identify issues surrounding the many intersections where business operations and technology initiatives meet. Our services include:

- Collaborative Commerce
- Content Management
- Internet/Intranet/Extranet Application Development
- Technology Planning

#### **Graphic Design**

DCG's innovative design team is adept at using the latest in graphic design software and is skilled in the art of illustration. Whether your design needs are best served by the judicious use of watercolor, photo manipulation or acrylic, DCG has the artistic talent to express the essence of your image and inject it into corporate identity pieces and marketing collateral. Our designers are skilled at:

- Custom Graphics & Illustration
- Logo Design
- Multimedia Presentations

#### **Web Design**

DCG identifies and articulates business objectives and translates them into an actionable Web strategy around which to design a Web site. DCG-designed Web sites are typically integrated with a client's strategic plan to ensure that its online presence facilitates its objectives.

#### **Marketing**

Along with providing traditional marketing planning services, DCG also specializes in five areas of marketing that are often left by the wayside:

- Channel Management
- Incentive Programs
- Promotional Strategies

#### **Communications**

DCG's expertise at authoring compelling copy is matched by our editorial staff's attention to detail and style. Through the calculated use of communication tools, we assist our clients by organizing a blend of press releases, tradeshow appearances, press/public relation events, product-review programs, technical articles and case studies into one corporate message.

#### **Partial List of Clients**

We service a diverse group of clients from an array of industries including advertising, associations, financial, healthcare, marketing, law, publishing and technology.

American Society of Pension Actuaries  
Association Management Services, Inc.  
Citibank/Citicorp  
Credit Suisse First Boston  
Greater Washington Society of Association Executives  
Institute of Management Accountants  
Marsh & McLennan Companies, Inc.  
Maryland State Medical Society  
Medical Society of Washington, DC  
Pentagon Civilian Employees Health Services  
R&R Donnelley & Sons Co.  
*Rolling Stone* magazine  
Sidley Austin Brown & Wood  
Ticketmaster  
U.S. Newswire  
Weil, Gotshal & Manges, LLP

**More Information**  
[www.TheDCG.com](http://www.TheDCG.com)