

# CAPABILITY STATEMENT

Engaging New Media, an M/WBE-certified video production partner, specializes in immersive videos that captivate and motivate audiences, delivering measurable results. Our approach, blending data-driven strategies with emotionally compelling storytelling, aligns perfectly with your goals for lasting impact.



## CORE COMPETENCIES

### Videos

- Commercial
- Corporate
- Recruitment
- Annual Highlight Reels
- Mini-Documentaries
- E-Course
- Training
- Webinars
- Social Media

### Streaming Events

- Live Events
- Virtual Events
- Hybrid Events

### Additional Services

- Drones
- Photography
- Consulting

## DIFFERENTIATORS

**Technical Support:** We create videos that can enhance the technical performance of your platforms and provide a seamless learning experience for your pupils.

**Content Development:** We believe in personalizing the learning experience to cater to the unique needs of your trainees. That's why we have carefully crafted our content to be concise and comprehensive, offering bite-sized videos.

**Engaging Experiences:** By implementing various techniques and tools, we ensure that students feel actively involved in their learning journey. Resulting in students being more motivated and committed to their educational journey.

## COMPANY SNAP SHOT

- **UE ID:** PWGNANN4T8U4
- **Cage Code:** 8LH97
- **Work Area:** Nationally

## AWARDS

- Joyce Brown
- 2023 Gamechangers
- 2022 Influential Businesswomen

## PAST PROJECTS

- **Christian Cultural Center** - Produced a series of educational videos, that tackled important health issues affecting men and the elderly. 🎥 Shed light on challenges impacting the hearing-impaired community, aiming to foster understanding and support. 🎥
- **Discover Long Island** - Created a video that educates the public on the importance of wearing masks and social distancing.
- **PBLWorks** - Hosted nationwide live stream event for teachers, empowering teachers in creating inclusive learning environments for all students.
- **NOVARTIS** - Supplied scientific content for a national trade show that showcased the latest advancements and provided valuable insights to attendees.

## CERTIFICATIONS

- **NYC**  
M/WBE, EBE, and Small Business
- **NYS**  
M/WBE, SBD, and DBE
- **PANYNJ** M/WBE and SBE
- **Federal**  
WOSB/EDSB, Hubzone, and HUD Section 3



## CODES:

NAICS:	NIGP:	SIC:	PSC:
512110	91578	7812	T006
512120	91509	7819	T013
512191	91805	8742	T099
512199	91582		T016
541613	91841		

**Erika Mac Donald**

CEO / POC

📞 347-762-5751

✉ erikam@engagingnewmedia.com