GROUP INCORPORATED

Microsoft Research Washington, DC Tech Fair And Forum

Any event that involves the country's largest software company and media powerhouse and its wealthiest executive is by nature high profile. For this one-day gathering of influential individuals – including government representatives, university officials, academic researchers, high-industry innovators, public policy organizations, news media and others – the emphasis was on quality over quantity.

With the theme of shaping the future of technology, the Tech Fair featured 12 research demonstrations of work taking place in Microsoft labs and collaborating universities in such areas as mobility, wireless computing, bioscience, machine learning, security, privacy and safety. The event, which took place at the Library of Congress, was billed as opportunity for the exchange of ideas and experiences among the brightest, most innovative leaders from an array of fields.

Group Incorporated supported Microsoft's Washington, DC Office with every detail – including designing and building a TV-friendly backdrop, setting up the exhibit area, managing all on-site logistics and briefing moderators and other participants – to execute a flawless event.