

# Asking the Right Questions

## The 58th Presidential Inaugural Committee

“Hi, Jeremiah Shirk, Director of Operations. Who’s invited? Where are they coming from?”



Security



Travel/  
Transportation



ADA Mobility &  
Credentialing



Operations  
Director



Government & Military  
Coordination

25

Full Time Staff

250

Contractors

5000

Volunteers

21

Events Across  
8 Days

45

Days to Plan

\$100

Million Total  
Budget

### The Problem

The facts are simple. As the 6th person hired for the operation, I was given 45-days to plan and execute event logistics for 21 separate events, all taking place across 8-days, for over half-a-million people in one city. This was not the first Presidential Inauguration, but it would be the first for many bold new ideas. Asking the right questions to orchestrate encore results would be essential.

### The Encore

It’s not always about what’s in the headlines, it’s about what’s not. Our encore touch is ensuring success when unprecedented challenges, unpredictable requests, and unfathomable opportunities present themselves. We streamline it. We stay focused on the total outcome. And, we anticipate what solutions are needed for an unprecedented experience with encore results.

### The Showpiece Solution

Of course, we managed a full team of staff, contractors and 5,000 volunteers while directing all security, travel, transportation, credentialing, hotels & venue operations. Naturally, we ensured logistics for every aspect of the swearing-in ceremony, convening over 1,600 people on a 10,000 square foot stage while broadcast to the world, the official parade ceremony spanning 1.5 miles, numerous inaugural balls, and various public and private events. We paid attention to every detail from ADA/mobility assistance through guest experience. And - we used our experience working with federal, state and local entities to ensure a seamless, coordinated and safe operation.

**But, our real impact was not what we did, but what we asked.** In large scale events with numerous stakeholders and responsible parties, it is important to think what no one is thinking. Remove the assumption because we all know it just makes an arse out of you and me...

So, we asked the right questions. The tough questions. When the answers weren’t what we wanted, we then solved for it. So, some might say we created problems, but the truth is, we just found them sooner.