



Request for Proposal 2024 CPA Conference Coordinator

REQUEST FOR PROPOSAL (RFP): Conference Coordinator	SUBMISSION DUE BY: 10/6/2023	ORGANIZATION: Commonwealth Prevention Alliance
<p>CONFERENCE OVERVIEW</p> <p>This request for proposal (RFP) is issued by the Commonwealth Prevention Alliance (hereinafter "CPA"). The purpose of this RFP is to establish a contract with a qualified conference coordinator (hereinafter "consultant") spanning from October 2023 through June 2024, to assist in executing a successful hybrid conference, to be held Wednesday, June 12 through Friday, June 14, 2024, in Harrisburg, Pennsylvania. A successful consultant will be detail oriented, organized, maintain, and develop speaker relationships, and be motivated to execute this event. The consultant will work with the CPA executive director and dedicated conference committee in organizing this event.</p> <p><i>CPA is committed to offering a conference and contracting with qualified consultants that are reflective of the diverse communities we serve throughout the state of Pennsylvania. As an equal opportunity organization with a commitment to diversity, equity, inclusion, and belonging (DEIB), we will proudly consider all qualified applicants.</i></p> <p>CONFERENCE DESCRIPTION</p> <p>In June 2024, CPA will host its 34th Annual Prevention Conference, to provide drug and alcohol prevention professionals the opportunity to network, engage in skill-building workshops, and attend informative lecture sessions on topics relevant to the prevention of substance misuse and risk-related behaviors. Sessions are organized around themes such as youth engagement, training, advocacy, mental wellness, evidence-based programs, technology, research, and current trends. In 2023 we had a total of 349 attendees (237 in person and 112 virtually).</p> <p>CONFERENCE: Wednesday, June 12 – Friday, June 14, 2024 Hilton, Harrisburg, PA One North 2nd St., Harrisburg, PA 17101</p> <p>RESPONSIBLE FOR: The coordination of the CPA annual conference, ensuring logistics and requirements are managed effectively. Completing a wide range of activities and tasks requiring clear communication, excellent organizational skills, and attention to detail.</p> <p>SALARY: \$20,000 (approximate)</p> <p>TIME FRAME: October 2023 to June 30, 2024</p> <p>PURPOSE: To deliver a high quality, exciting and innovative hybrid (in-person with virtual/live streaming) conference, working with the CPA executive director, conference committee, and other designated points of contact. The role will execute communications, event preparation, and logistics with the venue, speakers, vendors, and (at times) attendees.</p> <p>REPORTS TO: CPA executive director</p>		

ABOUT THE COMMONWEALTH PREVENTION ALLIANCE

The Commonwealth Prevention Alliance (CPA) is a private non-profit established in 1976 by a small group of dedicated prevention professionals. Today, CPA remains a strong advocate for the prevention of substance use/misuse and mental health issues. CPA is committed to validating the critical role that prevention plays in the lives of every Pennsylvanian. Since 1991, CPA has hosted an annual conference that provides a state-of-the-art, dynamic, and comprehensive platform for prevention practitioners and other vested stakeholders to share best and promising practices that build strong and healthy communities and save lives.

CPA has made significant strides in advancing the field of prevention. Noteworthy accomplishments include testifying before Congress on the need to reduce tobacco product use, developing prevention specialist certification in partnership with the Pennsylvania Certification Board and Pennsylvania Prevention Directors' Association, and representing grassroots prevention providers on multiple Department of Drug and Alcohol Program workgroups, including the prevention workgroup and various grant advisory boards. Through these partnerships, local prevention voices have had a critical, positive impact on state-level decisions.

In January 2019, CPA's Executive Director has advocated for increased prevention funding, primary prevention efforts in rural counties, against the expansion of outlets that can sell spirits and the legalization of recreational marijuana at the Pennsylvania General Assembly. The ED also collaborated with the PA Liquor Control Board to conduct PA's Higher Education Needs Assessment and responded to the COVID pandemic by successfully shifting the 2020 and 2021 conferences to dynamic online events. Through partnerships with other statewide organizations, CPA also designed and led the Pennsylvania Prevention Week celebrations for the past several years, coordinating with the Substance Abuse and Mental Health Services Administration's (SAMHSA) national prevention week initiative, which raises awareness about the importance of substance use prevention and positive mental health.

CONFERENCE GOALS

- I. Provide education, training, and networking opportunities to PA's prevention professionals in support of their community efforts to address substance and mental health issues.
- II. Increase conference attendance by 7.5% (a goal of 375 attendees in-person and online).
- III. Reintroduce vendors to the conference (a goal of 10-12).
- IV. Expand use of the Whova App to increase engagement with conference attendees, speakers, vendors, and sponsors (a Whova package has been purchased).
- V. Open conference registration by March 6, 2024.

CONSULTANT SCOPE OF WORK

- I. The consultant will be expected to join 1 hour-long planning team meetings twice monthly and meet periodically with the conference organizers. The consultant will be expected to be onsite June 11th through June 14th, 2024.
- II. The consultant will serve as a liaison between the hotel and the CPA executive director and work with a pre-negotiated and signed hotel contract to help CPA stay on budget and deliver the best conference experience to all our attendees.
Tasks and responsibilities include:
 - Identifying AV needs and negotiating fees/contract for AV services
 - Managing the hotel room block at the Hilton, Downtown Harrisburg, PA
 - Manage the master rooming list
 - Managing participant registrations using CPA's designated event platform
 - Ordering food and beverage for the event
 - Assigning rooms and set ups for sessions
 - Securing spaces for special meetings both onsite and offsite
 - Reviewing Banquet Event Orders (BEO)
 - Liaison between exhibitors and the hotel to set up exhibit space in the lobby
 - On-site management and troubleshooting with the venue for the full conference
 - After the conference produce a brief report on the conference expenses
- III. In addition, the consultant will serve as a liaison between the CPA executive director and conference speakers. Professional and transparent communication with all speakers is vital to our conference success. Tasks and responsibilities include:
 - Work with CPA directors and conference committee to develop a variety of workshop presenters and speakers. CPA directors and conference committee will primarily procure speakers.
 - Communicate with all speakers to ensure completion of developed speaker presenter form.
 - Timely distribute and collect all speaker letters of agreement, images, bios, and resumes.
 - Work with the executive director to schedule all conference workshops and keynotes.
 - Work closely with CPA's Media and AV consultant as they complete conference webpage.
- IV. Adhere to all policies, laws, regulations, and codes of ethics and confidentiality as outlined by federal and state laws, and CPA's policies and procedures, as they are of utmost importance. Liability insurance is required.

TIMELINE AND KEY DATES

August 31: RFP Opens

October 6: RFP Closes

October 15: Consultant Selected (all applicants will be notified)

January 30: Vendor Selection and Approval

January 30: Confirmed speaker's letters of agreement returned

January: Planning meeting with Venue's AV Firm

March 6: Registration Opens

May 15: Final Room, Attendee Counts, Food Selections due to Venue

June 11: Conference Set Up
June 11: Conference Registration Opens (late afternoon)
June 12-14: Conference

CONFERENCE ROADBLOCKS AND BARRIERS TO SUCCESS *(these may not apply to all consultants)*

- Timely scheduling of speakers, vendors, and the scheduling of workshops.
- Effective planning and communication between the Consultant, CPA’s technology and media consultant, and the Venue’s AV specialists to ensure all sessions technological needs are met and 100% of sessions are delivered successfully.
- This is our first conference in Harrisburg (previously in State College) and we want all attendees to feel comfortable with a clear understanding of the location, parking, hotel accommodations, etc., before they attend the event.
- Transparent and professional communication will all conference speakers so they are aware of the conference goals, theme, presentation date/time, and they have a clear understanding of the timeline for submitting letters of agreement, presentation materials, and any other documentation.

EVALUATION METRICS AND CRITERIA

All submissions will be based on the following criteria and scored accordingly:

- The consultants track record of coordinating successful events like that of CPA.
- Past success or innovative ideas to increase conference and vendor registration, and attendee engagement with vendors and speakers.
- Total costs involved in contracting included in the budget and narrative.
- Conducting a consultant reference check.
- Experience working with Whova or a similar conference app.

SUBMISSION REQUIREMENTS

Please limit your submission to approximately 3-5 pages. **All submissions should be emailed in a Word or PDF document to the CPA Executive Director, Jeff Hanley, at: jeff.hanley@paprevention.org**

Submission Requirements Include:

- Organization/individual name, address, and contact information (email and phone).
- Please include principal staff member name (if different than above) that will be assigned to this event and their contact information (email and phone).
- Short description of work history in planning and executing successful conferences. This can include samples of relevant work including the expertise you will bring to this role.
- Please include a brief (tentative) event budget and narrative which includes all anticipated costs and fees associated with coordinating and executing an event like the CPA Conference, based on the consultant scope of work.
- Please review the evaluation metrics and criteria (section directly above) to ensure you have included all relevant details.
- Two (2) references for similar type events that consultant have coordinated.
- A statement that you will adhere to all policies, laws, regulations, and codes of ethics and confidentiality as outlined by federal and state laws, as they are of utmost importance. And, liability insurance is required.

RFP SUBMISSION DUE BY: October 6, 2023

BUDGET: Approximately \$20,000

QUESTIONS: Jeff Hanley

EMAIL: jeff.hanley@paprevention.org