



Request for Proposal: 2024 CPA Conference Technology & Video Consultant

REQUEST FOR PROPOSAL (RFP): Conference Technology & Video Consultant	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 Technology and Video Consultant (hereinafter “consultant”) from October 2023 through June 2024, to assist in executing a successful hybrid (in person and online) conference, to be held Wednesday, June 12 through Friday, June 14, 2024, in Harrisburg, Pennsylvania. A successful candidate will be detail oriented, organized, maintain, and develop speaker relationships, and be motivated to execute this event. The consultant will not work on this event alone. CPA has a dedicated conference committee and paid executive director who will spearhead the overall conference effort.</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 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>PROJECTED DATES: Wednesday, June 12 – Friday, June 14, 2024 Hilton, Harrisburg, PA One North 2nd Street Harrisburg, PA 17101</p> <p>RESPONSIBLE FOR: Coordination with the venues AV company to deliver a successful event including the live streaming of sessions to online attendees.</p> <p>SALARY: \$25,000 - \$35,000 (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, CPA conference committee, and other designated points of contact.</p> <p>REPORTS TO: CPA executive director</p>		

CONFERENCE GOALS

- I. Provide education, training, and networking opportunities to PA's prevention professionals in support of their community efforts addressing 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 (approximately 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 hour-long planning team meetings every other week and meet periodically with the conference organizers. The CPA Conference is taking place at the Hilton Harrisburg (PA) Hotel, June 12-14, 2024.
- II. The consultant will be expected to be onsite June 11th through June 14th, 2024.
- III. The consultant will serve as a liaison between the hotel AV firm 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 all AV needs with CPA executive director and conference coordinator
 - Hybrid Session Planning and Delivery:
Live stream 3 keynotes and 10 workshops for online conference attendees using the venue's internet access and recording equipment (or your own recording equipment). We will use the Zoom platform for all streaming sessions.
 - Conference Promotion:
We currently have a conference theme – I Am Prevention. Utilize this theme to assist in any planning efforts and dialogue with speakers, vendors, etc.
 - Speaker Materials and Training:
Host up to 3 speaker orientation calls (via Zoom) to elevate the quality of both in person and virtual sessions, understand the conference theme and priorities, virtual requirements, and conference goals.
 - Conference Website Orientation:
Design CPA Conference webpage and fully integrate our online client management system (Neon CRM) for registration purposes, with the webpage.
 - Design conference Whova page, incorporating all conference attendees and helping with attendee engagement.
 - On-site management and troubleshooting with the venue and AV firm for the full conference.
- 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 14: Conference Speakers Letter of Agreements Returned

January 30: Vendor Selection and Approval

Jan-February: Meet with the Venue's AV team to plan for virtual/streaming sessions

March 6: Registration Opens

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

June 11: Conference Set Up & AV Testing

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 with the venues AV specialists to ensure all sessions technological needs are met and 100% of sessions are delivered successfully and per our workshop timeframes.
- 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 and theme, 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 successful events like that of CPA.
- Past success and innovative ideas to increase attendee and vendor registration and engagement.
- Total costs involved in contracting included in the budget and narrative.
- Conducting a consultant reference check.
- 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.

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(s) 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 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.
- Two (2) event 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 \$25,000 - \$35,000

QUESTIONS: Jeff Hanley

EMAIL: jeff.hanley@paprevention.org