AdNet

Seeking Proposals for Conference Organizing Services
From Qualified Conference Management Agency

Issue Date: November 9, 2022
Due Date: January 3, 2023

Purpose of RFP

The Advancement Network ("AdNet") is seeking to procure the services of a Conference Management Agency. AdNet is hosting a 2-day conference to be held in Scottsdale, Arizona in April 2024. This RFP provides the background, intent, and expectations for the project to allow prospective bidders an opportunity to submit a competitive proposal for this exciting project.

The AdNet Board will conduct an evaluation of submitted proposals and will award a contract to the agency whose proposal is determined to be most advantageous to AdNet considering the factors set forth in this RFP.

Background

AdNet is a networking and personal development resource for community foundation professionals serving in fund development, philanthropic advising and donor services roles. For its members, AdNet provides professional development webinars, access to a robust Membership Directory and online peer learning exchange, and multiple opportunities to build leadership skills through Board service and volunteering. See the final page of this RFP for AdNet's Mission, Vision and Values statements, or visit https://adnetcf.org for more information.

AdNet hosts a series of virtual engagement and educational webinars throughout the year along with a biennial conference. The AdNet conference is a tool for knowledge sharing, networking, engaging and recruiting prospective members, and sourcing operating revenue. The conference is marketed to members (approx. 175), but it is not exclusive to members. Due to COVID-19, a full AdNet Conference was placed on hold. The organization recently hosted a one-day Summit in September 2022 for 75 members. Previous conference attendance was estimated at 200 participants.

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Scope of Work and Deliverables

Committee Management
- Overall committee management
- Schedule committee meetings and capture minutes
- Liaison with committee

Financial Management
- Develop a conference budget, in partnership with the Committee Chair, and have it approved by the committee
- Provide regular budget updates throughout the planning process
- Mitigate the financial risk of the conference

Program Management
- Manage program in partnership with committee
- Develop abstract system
- Manage abstracts and reviewers
- Confirm speakers, collect Bio's, Images and Presentations

Supplier Sourcing
- Source, negotiate and secure all external vendors including catering, décor, and AV

Social Events
- Coordinate and plan all elements for a welcome reception
- Coordinate and plan all elements for networking dinner(s)

Registration
- Develop registration site
- Provide phone and email support to attendees
- Reconcile registration
- Manage cancellations
- Provide updates to committee on registration numbers

Venue/ Hotel Management
- Source hotels and venue (may be all in one with meeting facilities)
- Manage hotel room block
- Mitigate hotel block risk

Sponsorship/Exhibit Sales
- Create sponsorship materials
- Source, secure and track sponsors and exhibitors with the assistance of the committee and AdNet Board
- Manage logistics for all exhibitors
- Fulfillment of sponsorship agreements

Marketing & Social Media
- Develop marketing plan and strategy for the conference
- Produce digital assets for marketing
- Set up and manage social media channels

Website Development and Management
- Build and update the conference website

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Full Logistical Management
- Coordinate and manage all logistical components of the conference
- May include volunteer scheduling and management

Expected deliverables or products or results:

Phase 1 (March-April 2023)
- Bi-weekly meetings
- Options briefing report
- Project plan and critical path
- Conference budget forecast
- Master logistical event plan and schedule

Phase 2 (January 2024- May 2024)
- Bi-weekly briefings and progress updates
- Coordination and management of event logistics as listed in SOW – others to be defined in discovery phase
- Execution of Event
- Post-event evaluation and presentation

Timelines

The anticipated start date for this project, from the signing of the Contractor Agreement, is mid February/early March 2023. The projected end date for this project is May 2024.

Proposal Requirements

Interested parties should submit proposals by Tuesday, January 3, 2023 including the following information:

- Background and experience of your company
- Resume for project lead and key staff
- Details of how you will manage the Scope of Work
- Notable examples of similar events, community foundation experience not required but a plus
- Detailed outline of your fees based on the Scope of Work
- Any additional information on your company
- Sample timeline
- Three relevant references

Submission and General Instructions

Agencies responding to this announcement shall submit their proposal by Tuesday, January 3, 2023 to the following individuals:

AdNet Vice-President, Susannah Weis Frigon at SFrigon@eriecommunityfoundation.org
AdNet Conference Committee Chair, Tim Bresnahan at tbresnahan@cct.org

If there are questions – they will be collected and the response sent to all interested bidders.

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AdNet

Vision

To advance our communities by inspiring philanthropy.

Mission

We support community foundation professionals through driving innovation, promoting best practices, and sharing experiences.

Values

- **Advance** diversity, equity and inclusion in the community foundation field
- **Build** relationships based on trust
- **Support** our members in becoming authors of opportunity and agents of change in their communities
- **Work** through collaboration and partnerships

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