



## **CORPORATION FOR PUBLIC BROADCASTING**

### **Request for Proposal**

The Corporation for Public Broadcasting is hereby announcing a Request for Proposal (“RFP”) for conference planning and implementation services.

The intent of the RFP is to identify and select an experienced planning consultant, firm or team that will be responsible for conference and event support, execution, planning and coordination of all aspects related to implementing a two day national meeting of public television station general managers and community leaders.

#### **I. Scope of Work**

The conference is expected to be held in the March or April of 2007 in the Washington, DC metropolitan area. It is anticipated that approximately 300-400 persons will be in attendance over the two days. The selected firm will be required to have available personnel who have been successful in the professional services and activities of conference and event support, execution, planning and coordination services. As directed by CPB, the services will include the following:

- Procuring competitive quotes from Washington D.C. area hotels available to host the conference.
- Developing a list of available hotels sorted by price and proximity to CPB to assist in CPB final selection of the venue.
- Negotiate contract terms with selected hotel subject to final approval by CPB.
- Organize, perform and manage tasks necessary to support CPB, and its consultants, to meet the conference/event requirements and objectives;
- Register all participants with weekly updates to CPB on registration list;
- Provide the opportunity for participants to register online, via telephone. Or by mail.
- Provide group conference coordinator to plan and arrange for the lodging accommodations for approximately 300-400 conference attendees;
- Make travel arrangements for approximately 10 (speakers, CPB staff, and VIPs);
- Assist and ensure that all CPB grantees comply with the registration requirements;

- Ensure that all mailings, invitations and registration materials are distributed in a timely manner.
- Provide logistical and communications support;
- Arrange, coordinate and schedule all meals, including refreshment services and breaks;
- Determine AV needs for each session and arrange for all necessary conference rooms, including any audio-visual equipment such as overhead projectors, microphones, data port connection, and video playback equipment;
- Design, edit, produce and print all conference materials that will include, but not be limited to the following: meeting agenda, handouts, name badges, signage, information packets, bags and any other ancillary print materials required by CPB;
- Ensure that releases are obtained from each speaker and/or presenter and that the conference proceedings are recorded (audio or video), if needed;
- Arrange for a photographer, if needed;
- Prepare information/handout packets and/or collate printed conference materials, if needed;
- Provide a means for participants to evaluate conference sessions. Collect evaluation data and provide data back to CPB
- Provide on-site supervision during conference and support personnel to staff registration desk during conference and help troubleshoot AV needs for each session;
- General project management;
- Develop list of individuals/organizations that need to receive thank you notes following the conference;
- Other conference or post-conference duties as assigned;
- The entity may be requested to travel to CPB's offices periodically to discuss the status of the activities; CPB will reimburse the entity for these travel costs, in addition to the fees for conference planning;

It is CPB's intent to maintain significant oversight and advisory role in each of the areas outlined above.

## **II. Eligibility Requirements for the Entity:**

CPB is seeking an experienced planning consultant with the following qualifications. Each entity responding to the RFP must respond specifically to the following qualifications.

- Provide the professional background of the entity and the experience of each administrative and/or project staff person that will be assigned to this project and indicate each person's capacity to manage professional development activities, including logistics and communications or the ability to staff up the organization to manage this workload for the length of the project;
- Capability to perform the work on schedule;
- Management capacity, knowledge, skills, and experience to oversee the implementation of conference agenda;
- Experience with meeting/event planning implementation;
- Knowledge of and experience with the public television system is a plus;
- Knowledge of and experience working with public broadcasting stations and their staff.

## **III. Responding to the RFP**

Each response to the RFP must include the following information:

- A response to the Eligibility Requirements set forth above;
- The fixed fee the entity would charge to undertake the role of conference planner for the conference and a detailed budget that shows a breakdown of the costs for the fee, (e.g. the costs for each staff person, the cost of maintaining an office, the cost of supplies and etc.);
- Key staff and relevant experience;
- Recent experience on similar project(s) and how those similarities might relate to this project;
- Provide a list of at least two (2) references from clients that have worked with the entity in the last 5 years. If available, provide two (2) references for contractors, sub-consultants. The list must include contact names, phone numbers, address and name of project. Indicate how long the entity has worked with each reference and in what capacity;

An interview may be required, and will, if necessary, be conducted by September 30, 2006.

If you are interested in proceeding toward the possibility of submitting a formal proposal, CPB may meet with you and may share materials, data, other information and analyses (collectively, "Information") with you. As a condition of receiving such Information, your expression of interest in proceeding shall be deemed to constitute your agreement to protect, preserve and maintain all such Information on a strictly confidential basis, and to promptly return to CPB upon its request all tangible copies of such Information in your possession.

CPB is not responsible for loss or damage to the material submitted, or for any unauthorized use or misuse of the submitted materials by any third party. Any submission to CPB shall become the property of CPB (not including any intellectual property rights contained in such submission), and CPB is not required to return any submitted materials to any applicant.

Solicitation by CPB of proposals does not constitute an agreement by CPB to extend funding to any party for the project under consideration. CPB may, in its sole discretion, elect not to pursue this project in any manner.

By submitting a proposal, each applicant grants to CPB the right to duplicate, use, disclose, and distribute all of the materials submitted for purposes of evaluation, review, and research. In addition, each applicant guarantees that the applicant has full and complete rights to all of the information and materials included in the proposal. Each applicant also guarantees that all such materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party.

#### **IV. Summary of Required Contracting Provisions**

If a proposal is selected for funding, applicant will be required to sign a binding agreement. Until both parties have signed an agreement, no express or implied commitment has been made to provide financial support. Applicants are not authorized to commence work until the agreement is fully executed. If applicants opt to commence work, they do so at their own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.

Those receiving funds from CPB must be able to comply with a number of requirements that will be included in the operative agreement. These requirements include but are not limited to:

- Applicants must guarantee that, among other things, any work they undertake on behalf of CPB is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party;

- Applicants must agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.
- Maintenance, for three (3) years following receipt of relevant funds, of all financial records to the project, which records shall be accessible to CPB, and to the U.S. Comptroller General or other representatives for examination and audit purposes; (*Contractors will additionally ensure that any subcontractors or consultants under the agreement shall also maintain such records for the period specified and under the same terms*);
- Maintenance, for three (3) years after approval of a final financial report, of a complete file of all subcontracts and other agreements, licenses, clearances, and other documents related to the work undertaken, copies of which shall be made available to CPB on request;
- Compliance with equal employment opportunity and nondiscrimination laws and policies;
- Applicants who plan to engage sub-contractors will be expected to obtain competitive bids, and to provide assurances that the prices obtained for any such services are fair and reasonable;
- Applicants will be required to provide documentation as to actual costs, and provide supporting detail demonstrating that all costs are reasonable, necessary and allocable to the requirements and objectives of the work undertaken; and
- All research and materials created, developed, compiled or produced pursuant to or as a result of this project (including but not limited to all reports) will be considered ordered and commissioned by CPB as works made for hire under the copyright laws, and made in the course of services rendered. If, for any reason, the proposed research and materials to be provided are not considered works made for hire under the copyright laws, then the applicant will be required to assign all right, title and interest in and to such research and materials to CPB. Applicants further agree that neither they, nor any of their subcontractors, will have any copyrights whatsoever in any research and/or materials created, developed, compiled or produced by them or by any subcontractor, or by any third party participating in the preparation of research or materials for this project; and
- The agreement will be governed by construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions.

Other material terms and provisions will be set forth in the documents provided to the applicant that successfully completes the selection process.

CPB will have sole and exclusive rights to the reports created as deliverables for this project.

**V. Filing Deadline**

Please submit your proposal by September 8, 2006. All proposals should be sent via email in PDF format to Scott Lyons at [slyons@cpb.org](mailto:slyons@cpb.org). We reserve the right to contact respondents to schedule a Q&A session by phone. If there is any information that would be useful to you as you prepare your proposal, please submit the same in writing to Doug McKenney at [dmckenney-consultant@cpb.org](mailto:dmckenney-consultant@cpb.org) or call Doug at 202.879.9824

CPB anticipates selecting the planning consultant on or about September 30, 2006, with the project beginning immediately thereafter upon contract execution.