

Event Platform for 2021 - Proposals Questions and Answers

Q: The cost for our virtual platform with the services that are being requested will cost more than \$10,000. If you feel the pricing is within budget expectations then I am happy to provide our response.

A: Yes. We understand that the cost of the services requested may cost in excess of \$10,000.

Q: It sounds like you are looking for a vendor that will handle all of the event planning, please correct me if I am wrong?

A: That is incorrect. We have an event planning company that will assist the Atlanta Regional Commission with logistics including building out the platform if needed.

Q: Our platform does not offer all the requirements you specified in the Request for Proposals. Should we proceed with creating a proposal?

A: If your platform has work-arounds, plug-ins, or alternatives to meeting any of the items listed as 'should be included,' ARC will seriously consider your proposal.

Q: Can you clarify what kind of one-to-one networking you're looking for?

A: ARC is looking for a platform that will allow participants, whether virtual or in-person, to be able to connect with other attendees without leaving the platform. Video chat options are preferred but chat only will also be considered.

Q: We do not provide a virtual expo component. This can be set up through our system as individual zoom meeting rooms. Is that an option?

A: If you can demonstrate how individual zoom rooms can seamlessly integrate into the other features of your platform, ARC will seriously consider this option.

Q: Main stage programming for keynote speaker, pre-recorded material, and a live panel discussion. Do you have a matter of preference? Do you want to hold this live, or pre-recorded?

A: Main stage programming will be predominately live with pre-recorded content scattered throughout the programming.

Q: Will there be a feed that will be available to hand off to us so we can stream it?

A: Yes. At this time we do not know what that feed might look like at this point, as we have not selected our audio-visual company.

Q: Can we go beyond the 36 pages for our response? Do you accept links and attachments?

A: We would prefer that proposals go no more than 30 pages. Cover and end sheets, budget information and exhibits and an introductory letter shall not be counted against this maximum. Links are permitted. If you do submit more than 30 pages, points may be taken away from your proposal.

Q: Is there a specific estimated guest count for this event so that I may be able to put the proposal together based on the attendee count?

A: In the five years prior to 2020, the State of the Region event sold out at approximately 1,500 attendees in person. In 2020 when the event was completely virtual, approximately 850 attended. Unfortunately, we have no way to accurately estimate attendance in 2021. Our best guess is that our in-person numbers to be in excess of 1,200 attendees and perhaps 500 virtual guests.