

## **REQUEST FOR PROPOSALS FOR DIGITAL EVENT PLATFORM SERVICES**

**The Atlanta Regional Commission (ARC) is seeking proposals from eligible respondents to provide a virtual event platform to host its annual State of the Region Breakfast event. The hybrid event will be held the morning of Tuesday, November 16, 2021.**

### **I) Client and Event Profile**

ARC is a governmental organization which serves as a regional convener, bringing diverse stakeholders to the table to address the most important issues facing metro Atlanta. ARC is responsible for developing and updating the Atlanta Region's Plan, a long-range blueprint that details the investments needed to ensure metro Atlanta's future success and improve the region's quality of life.

For more than 30 years, the State of the Region Breakfast (SORB) has been a live gathering of approximately 1,500 civic, business, elected, and nonprofit leaders from across the metropolitan Atlanta region. This year the event will be held as a hybrid event and may attract approximately 1,500 in-person and virtual participants in some combination. Its purpose is to provide an overview of the region's progress in 2021, to look ahead to potential opportunities and challenges in coming years and provide a method for community leaders to come together and build relations that lead to addressing those issues in a unified manner.

### **II) Scope of Services**

We envision a highly interactive platform where individuals are able to build and renew professional relationships. This platform will be the conduit to delivering our content in engaging ways that will allow for attendees to contribute to live working group sessions, visit vendors in a live expo, chat opportunities, and provide gamification options.

Please see section 9 of this RFP for the tentative run of show. A full queue-to-queue rehearsal, which incorporates the virtual platform component, will take place approximately 2 weeks prior to the event. At least two technical rehearsals, with the platform in use at that time, will take place in the 2 weeks leading up to the event.

Showcasing services before this select group of potential customers has demonstrated to bring new business to previous contractors. For this reason, priority will be given to any bid that includes complimentary service or reduced fees, in exchange for sponsorship status and trade outs.

### **Virtual Events Platform Preference List**

It is ARC's preference to hire one company to supply a platform with a robust mix of features to support the three major components of the morning event:

- 1) Pre-Function meet and greet/social component – envisioned to last 30-60 minutes
- 2) Main stage programming for keynote speaker, pre-recorded material, and a live panel discussion – approximately 90 minutes

- 3) An expo to highlight sponsors and agency programs (for approximately 25-30 vendors)

Specific platform features that should be included are:

- 1) Ability to participate from a tablet, desktop or mobile device.
- 2) Ability to post to Facebook, Twitter, Instagram and LinkedIn with one-step connection.
- 3) Polling and the ability to immediately share tabulated results
- 4) Chat feature
- 5) One to one and group networking opportunity
- 6) Expo fair feature for sponsors and for ARC program areas (up to 30)
- 7) Branding opportunities
- 8) Sponsorship branding opportunities including options such as banners and box ads
- 9) Analytics and attendee tracking and support for these features both pre and post-event
- 10) Access to the platform at least 1 month in advance for ARC meeting planners
- 11) Access to the platform at least 1 month post-event

Platform features that are optional but preferred are:

- 1) Visual networking options for 1-to-1 networking for group networking, between in-person and virtual attendees
- 2) Gamification for contest purposes
- 3) Ability to integrate with other applications if needed for activities such as avatar-based networking and registration
- 4) Depository for materials (pdfs, video, audio, links)
- 5) Live tech support for attendees and organizers during the event

### **III. Proposal Requirements**

Interested firms should submit a proposal that addresses the factors listed below and the scope of services in Exhibit A. The Consultant must provide a detailed breakdown of the proposed budget in the format of Exhibits B-1.

Proposals shall not exceed a total of 30 pages (8.5 x 11) inclusive of resumes and firm experience. Covers, end sheets, budget exhibits, and an introductory letter shall not count against this maximum. Font size shall be a minimum of 11 point in all cases.

Firms must respond to this RFP with a PDF file or Microsoft Word document. Proposal evaluation will focus initially on the written proposals. A “short list” of firms may be asked to demonstrate their product’s ability to meet the specific needs of this event.

ARC reserves the right to award this contract or contracts based on initial proposals received without formal interviews. ARC anticipates awarding a contract by July 1. All post-event work

such as analytics and support must be completed by December 31, 2021. The successful firm or team of firms should be prepared to begin work immediately.

1. Company Background and Staffing:

- a. Please include company's legal name, mailing address, email address, phone, primary point of contact, biographies of key staff members, listing of other staff, qualifications and technical competence of consultant in this type of work.

2. Project Approach:

- a. Please provide a brief overview of how you will approach this project, including a statement of your company's production philosophy and core competencies and proposed schedule.

3. Summary of Previous Experience:

- a. Please include a summary of your company's last 5 projects/events of a similar scale; include which services your organization was asked to provide.

4. Cost Proposal:

- a. Proposals must include a detailed estimated cost (all fees showcased as a line item) for all equipment, labor, and personnel related to event execution.
- b. The proposer is encouraged to propose charges that will be guaranteed to be discounted as compared to the then-current market rates for comparable products and services available from other reputable providers.

5. References:

- a. Please include no less than 3 previous client references within the last 3 years (with current contact information) who can attest to the quality of your company's work and their experience with the same platform product.

#### **IV. Submitting Proposals**

Interested proposers should submit an electronic copy of their proposal(s) to Cmayerik@atlantaregional.org no later than 5:00 p.m. (EDT), Thursday, June 24, 2021. Your subject line should read: State of the Region Virtual Event Platform.

Technical questions should be submitted in writing to cmayerik@atlantaregional.org no later than 5pm on Thursday, June 17, 2021. All questions received, and responses to those questions, will be posted on a rolling basis but no later than 5pm Monday, June 21, to ARC's website which can be found at: <https://atlantaregional.org/procurement/> No exceptions will be allowed for the timeline/evaluation process.

#### **V. Applicant Eligibility**

Individuals and organizations, whether for-profit or not-for-profit, having the appropriate experience and specific expertise necessary to carry out the duties and responsibilities outlined

below are eligible. All proposers must have demonstrated similar project experience to be eligible for consideration. The Atlanta Regional Commission reserves the right to check all references furnished and consider the responses received in evaluating the proposals. We are seeking to collaborate with an organization who has an outstanding track record of reliability and stellar customer service. We are most interested in partnering with a company that can meet the following criteria:

- Whose platform product has been in operation for a minimum of 1 year
- Key staff has 3+ years of experience
- Will provide live, real-time technical support to the client

At a minimum, but not limited to, the selected firm will be required to adhere to the following:

- General Financial Requirements and Assurances
- Required Certificates of Insurance
- Assurance of Compliance with Title VI of the Civil Rights Act of 1964
- Americans with Disabilities Act of 1990

#### **VI. Proposal Validity Period Request**

Each proposal must state that it will remain valid for a minimum of ninety (90) days after the Submittal Deadline, to allow time for evaluation, selection, and any holidays or unforeseen delays.

#### **VII. Terms and Conditions:**

- a) ARC reserves the right to select for contract or for negotiations a proposal other than that with the lowest cost, reject any and all proposals or to make no award, and to waive minor irregularities in any proposal. ARC reserves the right to request clarification of information submitted and to request additional information from any proposer, and to negotiate any aspect of the proposal with any proposer and negotiate with more than one proposer at the same time.
- b) ARC reserves the right to award any contract to the next most qualified contractor if the successful contractor does not execute a contract within thirty (30) days after the award of the proposal with reasonable availability and responsiveness of ARC staff. The contract resulting from acceptance of a proposal by ARC shall be in a form supplied or approved by ARC and shall reflect the specifications in this RFP.
- c) ARC reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP, and which is not approved by the client's legal counsel.

- d) ARC will reserve the right to terminate the event upon the occurrence of any circumstance beyond the control of either party, such as acts of God, war, acts of terrorism, government regulations, disaster, strikes, work stoppages, accidents, mandatory quarantines, pandemics, curfews, or other restrictions of movements, or civil disorder, to the extent that such circumstances make it illegal or impossible to continue the event.
- e) ARC shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.

#### **VIII. CONFLICT OF INTEREST AND CONFIDENTIALITY**

ARC is subject to the Georgia Open Records law. All proposals submitted will become public records to be provided upon request. Any information containing trade secrets or proprietary information, as defined by state law, must be marked as confidential to prevent disclosure. Confidential markings must be limited to the protected information. Entire proposals marked confidential will not be honored. Additionally, conflicts of interest are governed by the ARC Standards of Ethical Conduct available here: [Standards of Ethical Conduct](#). Respondents must disclose any potential conflicts of interest that may arise from the provision of services described herein. Such disclosure should include the name of the individual(s) with whom there is a conflict, any relevant facts to the potential conflict, and a description of the internal controls proposed to mitigate any such conflict. ARC's Staff Legal Counsel will determine whether such disclosure presents a potential organizational conflict of interest that should preclude award to the respondent.

#### **IX. Selection Criteria and Process:**

An ARC team will review and evaluate all properly submitted proposals that are received on or before the deadline. Proposals will be evaluated based on the following factors:

- a) Related experience, provider capabilities to satisfy the requirement of the request, and references of the firm or project team including the customer service experience (40%)
- b) Technical approach including proven ability to meet deadlines (35%)
- c) Cost Proposal (20%)
- d) Description of related project work (5%)

**X. Draft Run of Show**

7:30 a.m.      **Participant Check-In  
Networking & Partner Village Opens**

8:30 a.m.      **Opening Sequence**

**Welcome**

**Kerry Armstrong**  
Board Chairman  
Atlanta Regional Commission

**Metro Atlanta Speaks Survey Results**

**State of the Region Address**

**Doug Hooker**  
Executive Director  
Atlanta Regional Commission  
Arts and Placemaking  
Chattahoochee River

**Vignettes**

***Keynote Speaker***

**Panel Discussion**

**Developments of Excellence Awards**

Sam Shenbaga  
Manager, Community  
Development Group  
Atlanta Regional Commission

**Concluding Remarks**

Doug Hooker

10:00 a.m.      **Adjournment  
Partner Village Reopens**

10:30 a.m.      **Partner Village Closes**

## **XI. Proposed Project Budget**

### **EXHIBIT B-1 Proposed Project Budget**

#### **1. Direct Labor**

Estimated Hours Rate/Hour Total Est. Cost

(List by position all professional personnel participating in project) Total Direct Labor

\$ \_\_\_\_\_

#### **2. Overhead Cost**

(OMB circulators A-87 and A-122) (Overhead percentage rate) X (Total Direct Labor) Total Overhead \$ \_\_\_\_\_

#### **3. Direct Costs or Services**

(List other items and basis for computing cost for each. Examples include computer services, equipment, etc.) Total Other Direct Costs \$ \_\_\_\_\_

#### **4. Subcontracts**

(For each, list identity, purpose and rate) Total Subcontracts \$ \_\_\_\_\_

#### **5. Profit (Percentage rate X basis)**