



## **National Association of Workforce Boards Request For Proposal for Event Planner**

### **Overview**

The National Association of Workforce Boards (“NAWB”) is a 501(c)(3) nonprofit national membership organization which supports the work of over 500 regional workforce development boards (WBDs) and their 10,000 plus business members. NAWB champions the priorities of its members on critical policy issues, provides best in-class training and technical assistance, and promotes impactful strategic partnerships across companies, organizations, and industry associations.

NAWB is seeking an experienced event planner (“Event Planner”) to manage the execution of NAWB’s annual event, The Forum, to be held in Washington, DC March 24-26, 2022 at The Washington Hilton. The Event Planner’s services include, but not limited to, assistance with concept development, planning, assistance to help actively engage sponsors, event production, and overall event management coordination, including day-of-event coordination, budget management, assistance for programming scheduling, and implementation.

### **Event Description**

For over 40 years, NAWB has convened the leading voices in workforce development at The Forum for three (3) days to foster discussion, learning, and relationship-building opportunities for the largest gathering of workforce leaders throughout the country. Workforce development leaders, policymakers, employers, educators, and economists come together to discuss the important issues facing their communities. The Forum has historically drawn over 1200 attendees and more than 200 speakers and presenters.

### **Scope of Work**

The Event Planner will be expected to provide all services necessary and appropriate to manage and execute The Forum. The services outlined in the scope of work is not intended to be exhaustive. The selected Event Planner will be expected to be, among other needed skills: organized; detailed oriented; flexible; an effective verbal and written communicator; calm under pressure; ability to help think through and understand virtual aspects of The Forum; and a negotiator in the best interest of The Forum and NAWB.

- Establish regular ongoing communication with NAWB POC and The Forum team and work closely with NAWB to determine overall look and theme of The Forum, including the layout and flow, and to ensure effective internal communications and a collaborative and cooperative process;
- Working with NAWB, draft, manage, and finalize The Forum’s project plans, timelines, deployment schedule and oversee execution of all related tasks;
- Working with NAWB, create a registration process including day-of execution and manage on-site registration plans;



- Continually identify potential challenges and recommend solutions;
- Secure the best possible pricing for all contracts and expenditures for The Forum;
- Working with vendors contracted by NAWB, oversee and manage all approved vendor relationships and ensure vendor deliverables are delivered on-time, and maintain a vendor list as vendors are confirmed;
- In partnership with NAWB and other production staff, draft, manage, and distribute a complete production schedule for The Forum;
- Collaborate with NAWB to review script outlines and review all video content;
- Participate in weekly Forum team meetings or any additional meetings and/or calls as needed, or reasonably requested by NAWB, including scheduling and walk-throughs;
- Create and execute day of staffing plan, meeting and training;
- Create weekly reports for follow-ups and identify who should receive the reports;
- Schedule and manage rehearsals, draft briefing documents for program participants in collaboration with NAWB, and ensure scripts are “at the podium” for main stage events;
- Schedule, manage, and supervise all rehearsals, video test runs, complete program rehearsal, performance rehearsals, etc.; and
- Submit a post-event evaluation report with recommendations to NAWB

### **Submission Guidelines**

This RFP does not constitute a contract, nor does it constitute an offer or willingness to cover cost of proposal prep, interview time or expenses prior to an actual contract offer. NAWB will negotiate an Agreement with the selected Event Planner.

Proposals must be received no later than 11:59 p.m. ET on Monday August 2nd 2021 via email with the subject line, Event Planner Response, to: [andersonm@nawb.org](mailto:andersonm@nawb.org). No proposals will be considered after the deadline.

The proposal should include at **minimum** the following information:

- Summary of the Event Planner’s background, past experiences similar to the services expected for The Forum and reasons why the Event Planner should be selected.
- Overview of the Event Planner’s business organization structure, including the following:
  1. Name and short biography of each individual who will be involved with The Forum and their role before, during and after The Forum.
  2. Proposed project based fixed fee, including description of all costs and fees the Event Planner proposes to charge NAWB.
  3. List of at least three (3) events similar to The Forum including (1) description of the event (including size of the event, format of the event, type of guests hosted, stage settings built, etc.), and references for each whom the Event Planner has performed similar event planning

### **Proposal valuation**



NAWB reserves the right to accept or reject any and all proposals, without prior discussions, and grant final acceptance to the proposal that in the opinion of NAWB best meets the needs and interests of NAWB,

### **Confidentiality**

All submissions will be treated as confidential between NAWB and each submitting party. NAWB will not disclose their contents to other submitting parties or the general public. NAWB reserves the right to discuss submissions with it's the Forum planning staff and/or NAWB's Board of Directors.

### **Acknowledgement**

Event Planner understands and agrees that they are solely responsible for its own business expenses, except for pre-approved, reasonable business expenses related to The Forum, such as travel accommodations.

The terms of the Agreement will be through the conclusion of The Forum 2022. NAWB reserves the right to extend an awarded contract for further Forums, and to negotiate for assistance with other events.

Once the Event Planner is selected, NAWB and the selected Event Planner must execute an Agreement prior to the selected Event Planner commencing services. The Event Planner agrees that the Agreement will be a complete and exclusive agreement and will supersede all prior communications between the parties. Should NAWB and the selected Event Planner be unable to agree on the terms of an Agreement within a reasonable time (at NAWB's sole discretion), NAWB reserves the right to suspend or terminate negotiations without notice, and to pursue negotiations with another Event Planner. Any suspension or termination of negotiations shall be without liability to NAWB or the selected Event Planner(s).

NAWB may terminate this process (in its sole discretion) and issue a new RFP for the requested services.

Each Event Planner shall assume all fees and costs (including but not limited to legal fees) incurred in responding to this RFP and negotiating the Agreement with NAWB.

### **Questions**

Questions about this RFP should be directed to Melanie Anderson, Executive Vice President, by email to: [andersonm@nawb.org](mailto:andersonm@nawb.org). No calls will be accepted.