



REQUEST FOR QUALIFICATIONS

INTRODUCTION

The 2011 Greening the Heartland Conference will be a three-day conference and exhibition for sustainable building design, construction and operation practitioners and owners throughout the Midwest. The Cincinnati Regional Chapter of the U.S. Green Building Council will host the conference June 20-23, 2011 in downtown Cincinnati, attracting nearly 1,500 attendees from 13 Midwest states, plus neighboring Kentucky and West Virginia.

BACKGROUND

The Heartland Region has produced the Greening the Heartland Conference each year since 2002 in major Midwest cities. The conference provides opportunities for professional continuing education credits, exposure to the latest products and services, plus interaction and networking with leaders in “green” building in the Midwest. The conference will focus on technologies, issues and regulations specific to the region the conference serves.

OUR LEGACY

The Cincinnati Regional Chapter of the U.S. Green Building Council will establish a “Legacy” project to benefit from proceeds generated by the conference. The Legacy project will be an initiative which aligns with the mission of the USGBC Cincinnati Regional Chapter (to transform the way regional buildings and communities are designed, built and operated, enabling an environmentally and socially responsible, healthy, and prosperous built and natural environment that improves the quality of life). The project, and the legacy partner, will be selected soon so that everyone can watch the project progress leading up to the conference, then tangible results presented to the attendees at the conference.

SEEKING AN EVENT PLANNER

The Cincinnati Regional Chapter of the USGBC is seeking proposals from qualified event planners with documented experience providing the services requested below for the 2011 Greening the Heartland Conference for 17 months beginning April 2010 and ending August 2011.

QUALIFICATIONS

The specific skills and qualifications of the event planner should include:

- Extensive background in planning and implementation of fundraisers of similar size/scope
- Experience working with not-for-profit/charitable organizations and coordination/collaboration across a broad cross-section of stakeholders (including sponsors, venues, caterers, organizational staff and vendors)
- Demonstrated experience in securing and maintaining a variety of sponsors
- Proven experience with volunteer coordination
- Superior communication skills, including both verbal and written
- Skill in negotiating with services providers and experience writing contracts for those services
- Familiarity with and established relationships with the local providers of services (such as catering companies, rental companies, venues)
- Flexibility in time (evening meetings and some weekend availability required)
- Proficiency working in electronic mediums, including Word and Excel as well as a familiarity with mail merge and web content management software
- High attention to detail, with particular focus to database entry, copy editing, meeting minutes
- Experience with marketing and communications an asset, including writing/distributing press releases and overseeing design-to-print promotional materials

SERVICES TO BE PROVIDE

Planning & Administration

- Generate and maintain an event work plan, timeline and budget
- Liaison with the Chapter's volunteers, allied organization, and the Chapter's leadership, including attendance at relevant meetings
- Supervision of any and all paid contract staff involved with the event, including volunteer staff, coordinators, couriers and PR
- Maintenance of event database and tracking/historical record of event activities, sponsors, contacts, password access, communiqué, etc.
- Budget management, including the timely submission of all accounts payable and receivable

- Production and submission of a final report, detailing event revenues and expenditures, close out of payables and receivables, summarize successes and challenges, and recommendations.

Sponsorship & Revenues

- Assistance with the management of relations with existing and potential event sponsors, including sponsorship agreements and recognition.
- Securing of new event sponsors, including in-kind sponsors (e.g. food, promotional items, graphic design, etc.) and potential new monetary sponsors

Venue

- Review venue agreements, fees and contracts; make recommendations to the chapter.
- Ongoing communication and liaison with relevant and current facility managers, AV representatives, rental companies.
- Day-of coordination on-site and trouble-shooting with items such as delivery confirmation, assisting exhibitors, access to rooms, etc. helping to ensure that all necessary elements from and for the facility are in place, functioning and ready.
- Management of all venue, AV and rental contracts, ensuring that conditions and requirements are being met
- Management of all remittances and accounts payable for venue, AV, rentals; including ensuring that any donations/sponsorships are collected and accounted for in a timely manner

Catering companies

- Recruitment of participation agreements with catering companies, including clear communication with regard to participation requirements and day-of processes
- Ongoing communication and liaison with relevant and current catering companies managers
- Day-of coordination and trouble-shooting with food, beverages, stem ware, flat ware, cups, etc. Ensuring that all necessary tables, linens, materials, volunteers, etc. are ready
- Management of all catering company contracts, ensuring that conditions and requirements are being met
- Management of all caterer remittances and accounts payable, including ensuring that any donations/sponsorships are collected and accounted for in a timely manner

Volunteer Coordination

- Assist in recruitment of volunteers to lend support roles to the Chapter during the development of the event
- Assist in recruitment of volunteers to fill specific roles during the event
- Management of event volunteers (including ambassadors, drivers, administrative volunteers, attendee registration and money counters), with logistical and practical support (recruitment, training, placement, recognition)
- Create volunteer information and instruction packets

Marketing and Publicity

- Content management, updates and maintenance of event website
- Liaison with graphic designers and printers, including production of print, cards, invitations, menus, posters, tickets, art, catalogue and other promotional materials.
- Write and implement a pre-event marketing and publicity plan, including distribution of promotional materials and press releases
- Coordination of media efforts and promotions, including media launch, plus promotional interviews, news stories, etc.

Attendees

- Oversee and manage the registration of participants, coordinate with the USGBC for collection of attendee fees
- Assist the Chapter with planning and execution of entertainment and social gatherings for participants
- Provide plan for response and assistance for attendee special requests, problem resolution.
- Coordinate all services for event speakers and educators, such as accommodation and transportation, displays, audiovisual equipment, printing.

Exhibitors

- Solicit and manage sale of booth, exhibits and demonstrations.
- Coordinate the collection of fees from exhibitors.
- Coordinate and manage entry of data and access for the “Vendors Search” website portal
- Assist exhibitors with coordination of needed both materials, utilities, access, etc with the venue
- Provide plan for response and assistance for exhibitor special requests, problem resolution.

Other

- Coordinate for security services, liaison to local emergency agencies and venue.
- Approval of invoices in keeping with established budgets, maintain financial records, receipts, documents needed for tax record.
- Coordinate the services of companies that will provide service to “green” the conference.

RESPONSE CONTENTS & REQUIREMENTS

The response to this RFQ should include the following information:

- The name, address, email and telephone number of the consultant or company, including a primary contact name, email address and phone number
- Brief curriculum vitae of the principal planner and other event management team members
- A list of three reference organizations or businesses including key contact information for follow up
- A brief events history, demonstrating experience conducting similar conferences.
- A range of contract fee for the planning of the event (for budgeting purposes)
- A list of any other person(s) who will be aiding in the delivery of the event and their areas of responsibility.

RESPONSE SUBMISSION

Please e-mail a single PDF file (maximum 4 pages, please) containing all of the above listed response contents and requirements, saved with the first and last name of the principal applicant in the document title

e.g. “FIRSTNAME.LASTNAME.PDF”) by COB Tuesday, March 16, 2010 to:

Tom Kennedy, GTH 2011 Host Committee
Cincinnati Regional Chapter of the US Green Building Council
tknorwoodian@msn.com

Questions about this RFP should be directed to tknorwoodian@msn.com