

Information to be included in all Legislation authorizing Entering into Contracts:

The names of all companies bidding, or submitting an RFP or RFSQ

Progressive Marketing & Management Agency
31-643608
1601 W. Fifth Avenue
Columbus, OH 43212

The location by City and State of all companies bidding, or submitting an RFP or RFSQ

Columbus OH

The status, Majority, MBE or FBE, of all companies bidding, or submitting an RFP or RFSQ

MBE

A full description of all work to be performed including a full description of work to be performed during any known phasing of the contract.

Scope of Services:

Meeting Planning: The selected consultant will assist the City in all aspects of meeting planning.

The consultant will:

Provide a detailed project plan (the RFP response should include a plan with major milestones)

Assist the City in developing conference program agenda

Be responsible for national and regional talent management procurement

Manage venue logistics

Coordinate with the City for all technology needs including registration (website) and all audio visual needs

With assistance from the City recruit and manage needed volunteers

Obtain private sector support and buy-in

Manage kick-off reception, conference event day and post-conference appreciation reception activity

Manage post-conference tasks including supporter, speaker, panel, staff and volunteer appreciation

Coordinate with the City as it concerns the conference Expo and photography.

Note: This list may not be exhaustive. The respondent should discuss any additional tasks you believe necessary to ensure a successful conference.

Marketing: The City maintains multiple channels of communication with affected community stakeholders including public outreach and meetings, Columbus Government Television (CTV) cable television and social media including Facebook and Twitter. The consultant will:

Assist the Department in identifying targeted stakeholders;

Complete and execute a marketing/promotion plan that utilizes existing City resources and recommends expansion options that support growth of the conference. Message development should be targeted and supported by research A variety of tools and techniques should be proposed and may include road shows, public appearances, surveys and other interactive approaches;

Design and print the conference program.

Provide conference paraphernalia and gifts.

Project Post-Mortem: The Consultant will provide a full debriefing of conference activity including but not limited to conference statistics, costs, revenues and lessons learned. The debriefing will take place within two (2) weeks of the conference.

Document support: The Consultant may also be asked to produce ancillary materials to support the above tasks, including but not limited to PowerPoint slideshows, videos, reports, brochures, direct mail, posters, and/or pages for the City's website.

A narrative timeline for the contract including a beginning date, beginning and ending dates for known phases of the contract and a projected ending date.

April – October 2013

April – July: Planning

July – October: Marketing

October: Plan Execution

An estimate of the full estimated cost of the Contract including a separate estimate of any and all phases or proposed future contract modifications.

\$65,000.00

Rev. 11/6/12