



# Request for Proposal

Event Coordinator/Event Management for thread's  
October Economic Summit  
July 2, 2019

**thread**

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## 1. Overview

Child Care Connection, Inc. dba **thread**, hereinafter referred to as **thread**, is requesting proposals for an Event Coordinator/vendor management for **No Small Matter: A Summit on the Economic Impact of Early Care and Learning in Alaska**. This biennial event brings early care and learning together with businesses, policymakers, and local communities for common understanding and innovative thinking around the economics of early care and learning in Alaska.

### 1.1 Company Overview

**Mission:** **thread**'s mission is to advance the quality of early education and child development by empowering parents, educating child care professionals and collaborating with our communities.

**History:** For more than 30 years, **thread** has served as the Child Care Resource & Referral (CCR&R) Network for Alaska. In this role, **thread** provides free resources and child care referral services for families, as well as professional development, technical assistance, and financial supports to the early care and learning industry. **thread** also manages two statewide early care and learning systems: Learn & Grow, which provides a framework designed to improve the quality of early care and learning, and Alaska SEED (the System for Early Education Development), a professional development system and registry for Alaska's early care and learning professionals.

The **thread** statewide Network is made up of three sister organizations: **thread** (providing statewide oversight and serving Southcentral), Thrialaska (serving Northern/Interior) and the Association for the Education of Young Children Southeast (serving Southeast).

By working to improve the quality, accessibility, and affordability of early care and education, **thread** helps to ensure children are prepared for school and more successful in life. Having access to high-quality child care also has a positive community impact. Parents are able to meet the financial needs of their families while businesses can attract and retain a qualified workforce.

## 1.2 Event Overview

**Event Purpose:** The early care and learning industry plays a critical role in Alaska's economy. Businesses and organizations indirectly rely on child care to meet the needs of their employees each day in order to function successfully. Employees rely on child care to help balance work and family responsibilities. This creates a productive and reliable workforce - vital to a strong economy.

Additionally, investment in early care and learning has a high rate of return. Children with access to high quality child care are more likely to graduate from high school, refrain from criminal activity, attend college, and contribute to the workforce.

Yet many families in Alaska have limited or no access to high quality child care. To make matters worse, child care can cost more than college tuition causing families financial stress. Because of what is at stake, the issue of child care is no small matter.

This biennial event brings early care and learning together with businesses, policymakers, and local communities for conversation and innovative thinking around the economics of early care and learning in Alaska, and how the state can move this issue forward to benefit families, children and the economy.

### **2019 Event-at-a-Glance:**

#### Day 1: October 9, 2019 | No Small Matter Film

Bear's Tooth Theatrepub, Anchorage

#### Tentative Schedule

- 11:30 am - VIP viewing of No Small Matter with presentation of state strategic plan for early care & learning and lunch / Expected number of attendees: 100
- 5:30 pm - Public viewing of No Small Matter followed by a Q&A with the filmmakers / Expected number of attendees: 400

#### Day 2: October 10, 2019 | No Small Matter: Summit on the Economic Impact of Early Care & Learning

Anchorage Marriott Downtown

#### Tentative Schedule:

Time 8:30 am – 4 pm

Expected number of attendees: 150-200

Planned Sessions:

- Presentation of 2019 Economic Data on Early Care & Learning
- Child Care Solutions at a local business
- No Small Matter Film
- Panel of National/Local Mayor's
- Design Thinking Session

**Goals:** The goal of **thread**'s Economic Summit is to educate/inform/engage diverse stakeholders around the economic drivers of early care & learning in Alaska in order to:

- Create common understanding of the issues and needs, and identify solutions;
- Extend beyond the early care and learning audience and partners to other sectors in order to invite their participation as a change agent for this issue;
- Endorse **thread**'s policy recommendations for quality child care in Alaska.

An additional goal for the 2019 Economic Summit will be the successful presentation of the State of Alaska's strategic plan for early care and learning on October 9<sup>th</sup>.

**Key Audiences:**

1. Business leaders/Human Resources
2. Policymakers
3. Community leaders (health, education, industry, etc.)
4. Early educators/administrators
5. Families

## 2. Statement of Work

### 2.1 Purpose

The purpose of the Request for Proposal (RFP) process is to invite event coordinators/management vendors to submit their proposal to manage the 2-day event: ***No Small Matter: Summit on the Economic Impact of Early Care & Learning***. This document contains the requirements necessary for a successful bid/event.

### 2.2 Scope of Work

The Economic Summit is a two-day event that brings together early education with Alaska's business community, policymakers, families and communities to highlight the importance of early education on Alaska's economy.

This year's event is planned for October 9-10, 2019. Attendance is expected to be in the 150-250 range each day.

**thread** internal staff have begun the pre-planning process, including theme, securing initial speakers and facilities, budget, and sponsorship package. **thread** has also established a Summit Advisory Committee made up of partner organizations to advise and assist in the event planning. Information about the Summit is available at: **[threadalaska.org/summit](http://threadalaska.org/summit)**

**thread** will continue to have internal staff resources to assist in the event oversight and some aspects of the event. **thread** will require the event coordinator to manage the remaining pre-planning, secure sponsorships, budgeting, logistics, invitations, promotion, on-site management, and event follow up.

Refer to the Scope of Work section for details.

### 3. Scope of Work

For the 2019 Economic Summit, the event coordinator/management vendor will be responsible for pre-planning, securing sponsorships, budgeting, logistics, invitations, promotion, on-site management, and event follow up for the entire event (both days from start to finish). Specifically:

- Act as the primary point of contact for the event under the direction of the Chief Marketing & Development Officer (CMDO).
- Coordinate with **thread**, Summit Planning Committee, speakers, vendors, and sponsors to ensure a successful event.
- Event Plan: Execute a detailed event plan
  - Event project plan – Finalize project schedule, ensuring deadlines are met leading up to event
  - Manage event budget
  - Manage event invitations
  - Event agenda – Work with CMDO to finalize event schedule of keynotes, networking, meals
- Sponsors & Speakers
  - Sponsors – Assist **thread** in securing event sponsorships at various sponsorship levels. **thread** will provide a list of previous and potential sponsors. Coordinate with sponsors on their requirements, deadlines, and any deliverables.
  - Speakers – Work with CEO and CMDO to recruit/finalize speakers for the event. Communicate with speakers on their requirements, deadlines, travel, and ensure adequate preparation.
  - Speaker evaluation – Create and deliver process for attendees to provide evaluation on speakers
- Event Promotion
  - Promotion – Work with **thread's** marketing department to coordinate marketing efforts to promote the event to **thread's** partners, clients and business community via print, web, social, broadcast, radio.
  - Invitation - Assist **thread** in personal invitations and recruiting new target audience participants.

- Registration – **thread** has set up online registration. Assist with managing and promoting registration and creating name badges.
- Promotional materials – Work with **thread**'s marketing department to create any event materials, including on-site signage and any welcome package.
- Event Plan & Logistics
  - Oversee facilities, catering, transportation, equipment needed for the event and be on-site on the day of the event.
  - Facilities: Liaison to Anchorage Marriott Downtown and Bear's Tooth Theatrepub
  - Meals – Manage and order all meals for the event
  - Audio-visual – Work with hotel for all audio/visual requirements
  - Photography – Coordinate photography for the event
  - Staff/Board/volunteer coordination – Manage plans for staff, Board, and potential volunteer involvement
  - Media Relations – Work with **thread**'s marketing team on PR related to the event
  - Accommodations – Ensure hotel rooms are discounted for attendees and speakers
  - SHRM Credit – Ensure event is available for credit for Human Resource professionals
- On-site Management
  - Daytime/Evening events - Manage and oversee events on the days of, including directing event set up and tear down, communicating with staff and guests, organizing speakers, and problem-solving as needed
  - On days-of work with theater and hotel staff to ensure a smooth event
  - Registration - Manage registration including creating a check-in process, name badges, and distribution of any material
- Facilitate monthly Summit Planning Committee meetings, including setting the agenda, scheduling meetings, and follow up
- Track event key performance areas (metrics) and identify areas for growth
- Assist **thread** in follow up activities identified during the event

## 4. Project Schedule

This schedule is based on the current timeline. **thread** will be making timely decisions in order to move this contract forward **no later than July 31st**.

<b>Milestones</b>	<b>Deadline</b>
RFP Close Date	July 17, 2019
Award Contract to Vendor	July 24, 2019
Vendor Start Date	July 29, 2019
Event 1- Film / Meeting	October 9, 2019
Event 2- Summit Meeting	October 10, 2019
Event – Final Report	November 1, 2019

The expected project completion date is November 1, 2019. If this date needs to be adjusted, please include your readjusted proposed date, as well as your reasoning for shifting the schedule. All proposed date changes will be considered.

## 5. Budget

The budget range for the event coordinator/vendor management contract is \$20,000-30,000.

The project described is supported by the Preschool Development Grant Birth through Five Initiative (PDG B-5), Grant Number 90TP0012, from the Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services.

## 6. RFP Evaluation Criteria

All proposals will be evaluated based on the following key criteria:

- Previous experience/past performance history planning and managing events. Capabilities demonstrated with coordinating past events, managing budget, and the quality of event.
- Samples from previous events/meetings (events with local/national speakers, and at least 100 attendees)
- Time management skills and ability to prioritize large volume of tasks and work under tight timeline
- Excellent customer service and communication skills
- Strong organizational and budget skills including strong attention to detail
- Ability to work independently
- Strong interpersonal skills, experience building and maintaining relationships with internal team and external partners
- MS Office proficiency (Word, Excel, Powerpoint), InDesign a plus

Vendors who have demonstrated their interest and capacity to meet the requirements will be contacted by phone and/or email to be notified of their selection to move forward in the RFP process.

Vendors who have not been selected will be notified via email.

## 7. Submission Requirements

By responding to this RFP, the Event Coordinator/management vendor agrees to be responsible for fully understanding the requirements or other details of the RFP, and will ask any questions to ensure understanding.

To be considered for this project, the following items must be included in a response:

- Response to evaluation metrics (Section 6)
- 2-3 samples and references from previous events/meetings
- An approximate project schedule for how you would approach the remaining management from July 29-October 10
- Price breakdown/quote for the event management

Proposals should not be more than 2-3 pages.

**All proposals must be received by thread by July 17, 2019. Submit your proposal via email to: [jpollard@threadalaska.org](mailto:jpollard@threadalaska.org)**

Upon selection, **thread** will negotiate contract terms. All contracts are subject to review by legal counsel. The project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

All content will become the sole property of **thread**.

## 8. Contact Information

For questions or concerns regarding this RFP, please contact:

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Disclaimer: The contents of this RFP are solely the responsibility of the authors and do not necessarily represent the official views of the Office of Child Care, the Administration for Children and Families, or the U.S. Department of Health and Human Services.