



Georgia Association of School Nurses Request for Proposal for Event Planner May 2022

I. Overview

The Georgia Association of School Nurses (GASN) is looking for a skilled and experienced conference event planner to oversee the planning and execution of GASN's 2023 Annual Educational Conference, which will be held June 12-17, 2023, at the Hyatt Regency Hotel in Savannah, Georgia. Event coordination, planning, sponsorship help, event production, overall event management coordination, budget management, programming, and implementation are just a few of the services provided by the Event Planner. Section IV. Scope of Work for this Request for Proposal (RFP) has more details.

II. Organizational Information

The Georgia Association of School Nurses was organized in 1991 to unite school nurses committed to providing quality health care services to school children. GASN remains dedicated to promoting excellence in school health through its continued education programs and advocacy. The GASN mission is to promote and support the development of professional School Nurses and optimize student health and learning by advancing the practice of school nursing.

III. Event Description

The association shall hold an Annual Business Meeting each year at a time and place the Executive Board shall determine, to conduct business, share reports of progress of the past year, amend bylaws and conduct other appropriate association business. The annual conference has an approximate attendance of 450 School Nurses from across the state of Georgia, with vendors, and national School Nurse experts that provide lectures for professional development. It is also an opportunity for School Nurses to network and celebrate the School Nurse Administrator, RN, and LPN of the Year.

The GASN Annual Conference begins with a two full days of pre-conference offerings followed by a day and a half of breakout sessions and general sessions, June 13-16, 2023. During the four-day event there is also a welcome reception and Celebration Luncheon for the School Nurse of the Year nominees and winners.

IV. Scope of Work

The Event Planner will be required to offer all services necessary and appropriate for GASN's Annual Educational Conference to be managed and executed, including but not limited to the services ("Services") outlined below.

The list of services provided here is not exhaustive. The chosen Event Planner must be organized, detail-oriented, adaptable, a good verbal and written communicator, calm under

pressure, and a negotiator in the best interests of the Conference and GASN, among other qualities.

A. Event Management

- Establish regular ongoing communication and provide agendas with GASN and work closely with GASN to determine overall look and theme of the Conference, including the layout and flow, and to ensure effective internal communications and a collaborative and cooperative process;
- Draft, manage, and finalize the Conference's project plans, budgets, timelines, deployment schedule and oversee execution of all related tasks;
- Identify potential challenges and recommend solutions;
- Serve as liaison with vendors, vendues, sponsors and other Conference stakeholders (Third Parties) and upon GASN's written request, serve as proxy for certain matters;
- Ensure Conference complies with applicable laws and regulations;
- Ensure all authorized agents and/or staff of Event Planner are qualified to perform services in accordance with best industry standards (Event Planner will not subcontract any tasks to third parties without GASN's prior written consent); and
- Exercise duty of loyalty and good faith in favor of GASN when negotiating with third parties (Event planner will present all contracts to GASN for GASN's final approval).

B. Deliverables

- Develop and update project plan for GASN with estimated delivery dates and agreed upon budget, which details anticipated tasks and required expenses;
- Maintain a budget spreadsheet of vendor costs related to the Conference;
- Secure the best possible pricing for all expenditures relating to Conference, providing documentation (unless waived by GASN) showing that competitive, fair and transparent Request for Quotes process was used and followed, where at least three vendors were considered and details supporting the reasoning as to why the selected vendor is ultimately recommended;
- Oversee and manage all approved vendor relationships and ensure vendor deliverables are delivered on-time, and maintain a vendor list as vendors are confirmed;
- Manage submission of all invoices to ensure payments can be made in a timely manner;
- Meet and act as primary point of contact for related vendors, including but not limited to the following:
 - Food and beverage
 - Production, to include the following:
 - Audio and Visual;
 - Lighting;
 - Décor
 - Branding and design, to include the following:

- Printing (save the date, letters, table signs, sponsor and other signage, conference syllabus book, etc.)
 - Gift bags
- Provide GASN with regular updates of Conference progress on timeline;
- Draft, manage and distribute a complete production schedule for the entire Conference including load in, set up, etc. to all parties, including but not limited to the client, vendors and venue;
- Collaborate with GASN to develop a script outline, gather remarks, and review all video content;
- Provide timing cues to the overall event script to keep program on time and on message;
- Participate in client meetings (or conference calls through any electronic means) as needed, or reasonably requested by GASN, including scheduling and walk-throughs;
- Submit a post-event evaluation report with recommendations to GASN;
- Prepare final expense report for budget reconciliation to include in-kind donations, discounts, and actual costs;
- Provide participant, vendor, and sponsor evaluation and thank you letters; and
- Other duties as assigned.

C. General Management

- Provide general administration, management, day to day execution and manage onsite Conference registration;
- Create monthly, bi-monthly, weekly reports for follow-ups and identify who should receive the reports;
- Arrange and manage seating arrangements;
- Ensure all required insurance certificates are obtained;
- Ensure all required permit applications, if any are submitted;
- Recruit, train and supervise all staff and volunteers at the Conference;
- Oversee the design, sound, lighting, etc. that is appropriate for the venue and needs of the Conference.
- Oversee the design, sound, lighting, including video screens, cameras, podium, teleprompters; and
- Ensure a full walk-through prior to the Conference.

D. Sponsorship Fulfillment

- Work with GASN Board/Conference Planning Committee to ensure sponsorship packages are fulfilled appropriately
- Assist with sponsorship strategy; and
- Assist with sponsor fulfillment benefits.

E. On-site Management

- Provide a Front of House Manager to oversee on-site management
- Determine and oversee the registration hours and process;
- Oversee set up and strike of equipment, AV, room setups, signage, vendor space, registration, conference bags, and any other related line items;

- Execute the overall direction on Conference logistics;
- Manage the badge process/conference bags production.

F. Stage Management

- Oversee the execution of the Conference programming
- Designate a staff member to support all participants before and during the event, including on-site greeting and ensuring smooth program participation;
- Draft, update and finalize run of show documents
- Schedule and manage walk-through, mic check, video test runs, and draft briefing documents for the conference participants in collaboration with GASN;
- Supervise and manage A/V personnel, uploading of presentations for speakers, etc.

G. Speaker/Guest Management

- Work with GASN Conference Planning Committee to support all program participants before and during the Conference
- Secure and manage air and ground transportation after approval by GASN Board;
- Secure and manage hotel accommodations
- Draft and provide briefing information and transportation confirmations;
- Provide on-site greetings, including any rider fulfillment.

V. Master Services Agreement

This RFP is not a binding contract. With the chosen Event Planner, GASN will draft a Master Services Agreement ("MSA").

The MSA will include standard representations and warranties, as well as confidentiality provisions, such as a requirement that the Event Planner ensure that all of its employees, agents, vendors, and other subcontracted third parties sign confidentiality agreements that are at least as protective of GASN's confidential and proprietary information as the MSA's. Furthermore, the chosen Event Planner will undertake the required services as an independent contractor, not as a GASN employee.

The Event Planner acknowledges that after the MSA is fully performed, it will not incur any more expenses and will stay on budget. Without GASN's prior written approval, the appointed Event Planner is not authorized to incur expenses on its behalf.

VI. RFP Format and Guidelines

A. **Format** – Proposals must be received no later than 11:59 p.m. ET on June 24, 2022 via email to President@gasn.org in a single electronic PDF attachment, with a maximum of 15 pages using 12-point size Times New Roman font with 1” margins. PowerPoints are acceptable with the format restrictions.

B. **Guidelines** - The proposal shall include the following sections:

1. **Executive Summary** – One page summary of the Event Planner’s background, past experiences similar to the Services expected for the Conference, and basic

understanding of the Services required, and reasons why the Event Planner should be selected.

2. Company Overview – Overview of the Event Planner’s business organization structure, including the following:
 - List of all jurisdictions in which the Event Planner has been incorporated and is licensed to operate;
 - Total number of full-time and part-time Event Planner staff;
 - Has the Event Planner been involved in any conflicts with former or present workers and/or vendors (please provide a broad summary of the reason of the dispute if the situation is settled and confidential);
 - If the matter is settled and secret, please offer a broad description of the basis of the dispute. If the situation is not settled and confidential, please provide a general description of the foundation of the conflict.
 - Total number of events in Georgia that were substantially comparable to the service requested in the previous three years; and
 - Whether the Event Planner has had any significant organizational changes in the last three years (e.g., merger, reduction, acquisition, etc.).
3. Event Planning Team – Name and short biography of each individual who will be involved with the GASN Conference and their role before, during and after the Conference.
4. Fees – Provide (1) proposed project based fixed fee, including description of all costs and fees the Event Planner proposes to charge GASN and (2) hourly rates of the event member planning team.
5. References - List of at least three (3) events in Georgia that are substantially like the GASN Conference, including (1) a description of the event (including size, format, type of guests hosted, stage settings built, and so on) and (2) references for each client for whom the Event Planner has provided similar event planning services (Names, Address, Email, and Contact Number).
6. Samples – Sample of previous work related to the Services (e.g., conference final report, event production timeline with pre/during/post deliverables, promotional material, event budgets which include all anticipated costs and fees, photos, etc.)
7. Other Information – Any additional information the Event Planner believes will be relevant to the RFP and the Event Planner’s capability to provide the Services.
8. Signature – The proposal must be signed by a representative of the Event Planner that is authorized to commit on behalf of the Event Planner.

VII. Proposal Evaluation

GASN maintains the right to accept or reject all ideas without prior discussion, and to give final approval to the proposal that best satisfies GASN's needs and interests. If a proposal fits the requisite RFP requirements, GASN will be the sole judge.

VIII. Confidentiality Clause

GASN considers any information supplied herein (together with any accompanying correspondence and/or attachments) to be confidential and proprietary information. All submissions become the property of GASN and are kept private between GASN and the Event Planner. GASN will make commercially reasonable measures to keep the details of the Event Planner's proposal hidden from other participants and the general public. During the evaluations process, GASN reserves the right to discuss the submissions with its consultants, references provided by the Event Planner, and other associated parties.

IX. Acknowledgement

The Event Planner acknowledges that it has read, understands, and agrees to be bound by the RFP's requirements by submitting a proposal.

Except for pre-approved, reasonable business expenses linked to the GASN Conference, such as travel accommodations, the Event Planner acknowledges and accepts that they are exclusively liable for their own business expenses.

The Event Planner undertakes to keep their fixed fee and other engagement terms active for at least sixty (60) days after the deadline.

After the Event Planner is chosen, GASN and the chosen Event Planner must sign an MSA before the chosen Event Planner can begin providing services. The Event Planner accepts that the MSA is the last and exclusive agreement between the parties, and that it will replace all previous correspondence.

If GASN and the chosen Event Planner are unable to reach an agreement on the conditions of an MSA within a reasonable time (at GASN's sole discretion), GASN reserves the right to suspend or cancel talks without notice and pursue negotiations with another Event Planner.

GASN or the chosen Event Planner are not liable for any suspension or termination of discussions (s).

In its sole discretion, GASN may end this process and issue a new RFP for the requested services. Each Event Planner is responsible for all fees and expenditures incurred in responding to this RFP and negotiating the MSA with GASN, including but not limited to legal fees. GASN is not responsible for any costs, fees, or liabilities incurred because of this RFP or any answers to it.

In connection with responding to this RFP, Event Planner agrees not to contact any GASN Board Members or others who may otherwise have an affiliation with GASN. Event planners who do not follow this rule risk being fined.

Event Planners who do not abide by this requirement may be disqualified from the RFP process.

X. Questions

Melanie Bales, President, Georgia Association of School Nurses, can be reached at President@gasn.org with any questions about this RFP. In the subject line type: RFP Question. **No telephone calls will be entertained.** Upon written request, all queries and GASN answers will be made available to all potential Event Planners.