

Request for Proposal
2025 TIE Conference Marketing Services

Compass Partners in Learning , a division of Black Hills Special Services Cooperative	Proposal Due By: November 5, 2024
<p>Project Overview:</p> <p>Compass Partners in Learning, a division of Black Hills Special Services Cooperative, has over 40 years of experience providing expertise and support to enhance professional development and improve student outcomes. By identifying needs and customizing solutions, we help educational communities build relationships, navigate obstacles to learning, and chart a course to educational excellence.</p> <p>Since 1986, Compass has hosted the TIE (Technology & Innovation in Education) Conference, a premier event for educators and administrators. Each year, attendees explore cutting-edge educational tools and strategies, connect with thought leaders, and engage in professional development to shape the future of education.</p> <p>The 2025 TIE Conference, held at The Monument in Rapid City, South Dakota, will bring together over 1,000 educators, administrators, and exhibitors from across the region for two days of immersive learning, networking, and innovation. The event is scheduled for April 28-29, 2025. Registration opens on November 1, 2024. Learn more at TIEConference.net.</p> <p>This proposal may lead to additional work and support for Compass Partners in Learning and the Community & Family Services divisions of Black Hills Special Services Cooperative, depending on the quality of the job, expertise, and abilities of the contractor to complete additional support.</p>	
<p>Project Goals:</p> <ol style="list-style-type: none">1. Increase Attendance: Target 1,200 attendees, including educators, administrators, and exhibitors, focusing on growth from surrounding states like Wyoming, Nebraska, North Dakota, and Montana.2. Expand Regional Footprint: Attract attendees from neighboring regions and states, increasing awareness of Compass Partners in Learning and its services.3. Reinforce Compass Branding: Further establish the Compass Partners in Learning brand by integrating rebranded visuals, messaging, and materials throughout the event.4. Capture Event Content: Produce high-quality photos and videos to promote future conferences and other educational programs.5. Enhance Attendee Experience: Ensure a seamless event experience with consistent branding, easy access to information, and a professional, engaging environment.	

Scope of Work:

The selected vendor will be responsible for the following tasks, but not limited to, in collaboration with Compass Partners in Learning:

1. Digital Advertising:

- a. Set up and manage digital advertising campaigns on platforms like Google Ads and Facebook.
- b. Design and develop creative assets for ads, ensuring alignment with event and brand guidelines.
- c. Develop and implement advanced advertising strategies, which could include retargeting, dynamic ads, and A/B testing.

2. On-site Branding and Information:

- a. Design digital slides for event information (sponsors, exhibitors, schedule updates, etc.) to be displayed strategically throughout the venue.
- b. Ensure on-site branding is consistent and engaging, including designing signage and materials.

3. Event Collateral Design:

- a. Create printed and digital materials such as programs, maps, badges, and attendee guides.
- b. Design branded items, such as t-shirts and giveaways, to enhance the attendee experience.

4. Event Photography and Videography:

- a. Capture high-quality images and videos of keynotes, breakout sessions, networking events, exhibitors, and attendee interactions for promotional use.
- b. Create highlight reels and promotional videos post-event.

5. Traditional Media Advertising:

- a. Develop and place ads in local/regional newspapers, radio stations, and magazines to reach additional audiences.
- b. Explore direct mail options.

6. Event Analytics and Reporting:

- a. Set up tools to track event attendance, engagement, and feedback (surveys, social media, etc.).
- b. Provide a comprehensive post-event report that includes key metrics, attendee feedback, and actionable insights.

7. Partner Outreach and Engagement:

- a. Coordinate with industry partners and exhibitors to enhance their involvement and drive attendance at the conference.

8. Additional Ideas and Strategies:

- a. The vendor is encouraged to propose additional strategies to further enhance the event and improve the attendee experience.

Current Roadblocks and Barriers to Success

1. Digital Advertising Setup:

- a. We currently do not have existing digital advertising accounts or strategies in place. The vendor will need to establish accounts, design ad creatives, and implement the strategy from scratch.

2. Lack of Historical Data for Analytics:

- a. There is no previous data or event analytics system to reference. The vendor will need to create a robust reporting system to track success metrics for future use.

3. Limited Internal Resources:

- a. Internal capacity for marketing and outreach is limited, so the vendor will need to manage most digital advertising and event promotion independently.

4. BHSSC and Compass are Tax Exempt.

Evaluation Metrics and Criteria

1. Experience with The Monument or Similar Venues:

- a. Preference will be given to vendors with prior experience managing events at The Monument in Rapid City, SD, or comparable large-scale venues.

2. Communication and Collaboration:

- a. The vendor must demonstrate a commitment to open, transparent, and responsive communication throughout the planning and execution process.

3. Event Management Expertise:

- a. Vendors with a proven track record in managing large conferences, particularly those with an educational or non-profit focus, will be highly regarded.

4. Creativity and Innovation:

- a. Proposals that showcase creative and innovative strategies for branding, attendee engagement, and promotion will be prioritized.

5. References and Portfolio:

- a. Vendors should provide references from previous clients and a portfolio showcasing similar work.

Submission Requirements

Please submit proposals via email to Morgan Hubert (mhubert@bhssc.org), Sydnee Parks (sdormann@bhssc.org), and Kyle Laughlin (klaughlin@bhssc.org) by November 5, 2024.

Selection will take place by December 1, 2024. Proposals should include:

1. Detailed proposal outlining the scope of work, timeline, and cost structure that includes three tiers (\$5,000, \$10,000, and \$15,000). The scope of work is listed by priority level, with one being the highest priority.
2. Portfolio of similar events or projects managed by the vendor.
3. A statement of qualifications and relevant experience.

4. A brief description of the vendor's approach to managing the roadblocks outlined in this RFP.	
Project Due By: April 28, 2025	Budget: \$5,000-\$15,000 (see Submission Requirements)
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