

The logo for the National Domestic Violence Hotline, featuring the text "NATIONAL DOMESTIC VIOLENCE HOTLINE" in a bold, sans-serif font, enclosed within a purple square border.

**NATIONAL
DOMESTIC
VIOLENCE
HOTLINE**



Request for Proposals (RFP) **Event Planning Services for the 2024 National Conference on Domestic Violence**

Submissions due: March 8th, 2024, at 5:00 p.m. CST

Send submissions electronically in a single PDF (15 pages or less)
to cjustice@thehotline.org with the subject line:
[Entity Name] RFP for Event Firm 2024

PROPOSAL DEADLINE AND DELIVERY:

Project Details

Project: 2024 National Conference on Domestic Violence

Project Type: Event Planning Services Firm

Project Period: March 15, 2024 – December 31, 2024

Event Date: September 15-17, 2024

Event location: Palmer House in Chicago, Illinois

Process: Formal Competitive Request for Proposals (RFP)

Amount Available: Up to \$68,000 to one successful bidder

Project Overview

The National Domestic Violence Hotline (The Hotline) seeks an event planning firm to serve as a contractor and lead our 2024 National Conference on Domestic Violence planning and production at the historic Palmer House Hotel in Chicago, IL. The 2024 National Conference on Domestic Violence will unite 700+ individuals worldwide for three days of community, discussion, presentations, advocacy, learning, and joy. This conference believes that together we can end domestic violence. We know that every survivor and every voice is unique and vital to amplify our collective power and demand better for those impacted by domestic violence.

This conference has a long history, first created by the National Coalition Against Domestic Violence (NCADV) in 1980, and now led by The Hotline (NCADV and The Hotline merged in 2022). Our 2023 Washington, D.C. conference was a sellout with 630 attendees (space was limited), and more than 20 sponsors and vendors.

This conference is designed for the following:

- Survivors who are passionate about creating change and de-stigmatizing domestic violence
- Advocates, allies, and leaders working to shift power back to survivors
- Stakeholders, legislators, and staffers working to develop policy and funding to best support survivors
- Community and corporate leaders dedicated to creating safe and healthy relationships

This event should be a standout conference of the highest quality. It should inspire, educate, and build meaningful connections for attendees. Attendees should feel like they had a memorable experience and the conference was worthwhile. It should be inclusive of the BIPOC, LGBTQIA+, and Disabilities communities (must be ADA compliant and follow section 508) including ASL interpretation for many, if not all, of our sessions. Safety considerations for COVID-19 and its variants must be made.

Event Audience

Approximately 700+ attendees are expected to attend the 2024 conference, including registered attendees, speakers, sponsors, and stakeholders. We expect advocates, survivors, key stakeholders and policymakers, elected officials, and leaders within the domestic violence movement or national corporations.



Conference Tentative Agenda

Below is a tentative agenda for the conference and the intended sessions to be planned:

Sunday, September 15

- Registration opens at 10:00 a.m.
- **Three Conference Pre-Intensives from 1:00 p.m. to 4:00 p.m.
- Opening Reception at 6:00 p.m. (tentative offsite)

Monday, September 16

- Registration opens at 8:00 a.m.
- Morning Plenary at 9:00 a.m.
- *Morning Breakout at 10:30 a.m.
- ***Lunch Plenary (keynote) at 12:00 p.m.
- Afternoon Breakout #1 at 1:30 p.m.
- Afternoon Breakout #2 at 3:30 p.m.
- Dance Party (onsite) at 6:30 p.m.

Tuesday, September 17

- Registration opens at 8:00 a.m.
- Morning Breakout #1 at 9:00 a.m.
- Morning Breakout #2 at 10:30 a.m.
- Afternoon Plenary (Keynote) at 12:00 p.m.
- Afternoon Breakout at 1:30 p.m.
- Closing Ceremony at 3:00 p.m.

**Breakout sessions are 75 minutes with 7 options each breakout*

***Pre-Intensives are 3-hour sessions and will be offered simultaneously*

****Plenaries are 75 minutes and include meals*

Project Scope A: Conference Director

The conference director (consultant) will provide the following event management services:

- Be primary liaison to the Palmer House and any related offsite event venues on behalf of The Hotline and negotiate accordingly; this includes meeting spaces, food and beverages, hotel rooms or blocks, and security including securing overflow hotels if needed.
- Identify audio and visual needs, including disc jockey, and source bids in coordination with the conference chair. The conference director (consultant) will serve as the primary liaison to the AV Firm (all AV companies in Chicago are subject to Union standards).
- Develop the playbook and run of show for the entire conference, including sessions and breakouts for planning team members, sponsors, and VIPs.
- Provide overall project management and maintain up-to-date budgets and timelines for the event
- Coordinate décor, stage design and other elements aligned to the conference's theme, look, and feel.
- Coordinate offsite transportation needs for large group outings such as tours, museums visits, or more
- Determine internet and power needs and pricing for sponsors.
- Research and source event vendors, staffing, printing, creative development, and production, as outline by The Hotline team.
- Support keynote speakers with hotel accommodations, and logistics.
- Develop a signage master.
- Collaborate on name badge design and printing.
- Responsible for the design, ordering, and distribution of conference swag.
- Responsible for managing and coordinating guest logistics.
- Fulfillment of onsite sponsorship benefits in coordination with the Hotline's development team.
- Support the registration process including set up, management, and tracking (CVENT will serve as the registration vendor and The Hotline will provide volunteers).
- Onsite staffing, execution, setup, and teardown of the event.
- Supplier management and coordination across all vendors and partners.
- Coordinate and lead regular meetings with The Hotline and other event partners as needed.
- Identify and secure 2025 venue.

Project Scope B: Program Director

The program director (consultant) will provide the following event management services:

- Responsible for presenter and session proposal recruitment and submission via CVENT.
- Manage the review committee and scoring process of all presenter and session proposals.
- Coordinate all communication with session and primary speakers including AV needs, registration, and obtaining presentation materials such as bios, decks, photos, and more.
- Develop a complete conference program with a detailed agenda including sessions, breakouts, keynotes, plenaries, and more.
- Serve as the primary contact for Continuing Education Credits (CEUs) at the conference, submitting applications for CEUs through the National Association of Social Workers and handling any concerns regarding credits.

Outcomes

The conference director and program director (consultants) will lead and facilitate with the following desired outcomes in mind:

- The event is inclusive, exciting, and of the highest quality, aiming to inspire and educate attendees.
- Participants from BIPOC, LGBTQ+, and disability communities are centered in programming and provided with culturally relevant experiences.
- The tone of the event should be about building community and connection. It should also highlight the severe impact of domestic violence and commemorate those dedicated to ending it.
- The conference's total cost (including consultant fees) is less than 80% of the revenue raised from sponsorship, registrations, vendors, and more.

Budget

- The budget for scope A (conference director) is \$35,000 – \$48,000.
- The budget for scope B (program director) is \$15,000 – \$20,000.

The total budget for this project should not exceed \$68,000.



Firm Qualifications

One firm may fulfill Scope A and Scope B OR find and fulfill Scope B through a subcontractor (Note: a firm fulfilling Scope A will be considered primary and is responsible for managing all subcontractors related to Scope B).

Candidates must have:

- Demonstrated experience planning and executing large-scale, high-profile public events and conferences for large nonprofit organizations.
- Deep relationships with local, regional, and national hotels, AV, print, catering, set design, staging, and transportation companies.
- Experience working with regional or national social justice nonprofit organizations.
- Diverse perspectives amongst staff who serve our account.
- Expertise in effective event planning communication.
- Safety certifications.

Preference is given to agencies who meet the following criteria:

- Previous experience or success with national nonprofits.
- Previous work with domestic violence response and prevention clients.
- Previous work on large-scale national conferences.
- Previous experience using the CVENT Arrival 360 and CVENT Abstract tools.

Submissions must include the following (please do not hyper link to required portions, must be an in-line document):

- Cover letter that indicates your interest and qualifications, specifically why you would be best suited to represent The Hotline and produce our 2024 National Conference on Domestic Violence.
- Agency information including your agency's name, address, website, and phone number. Include the name, title, and email address of the individual who will serve as your agency's primary contact during the RFP process.
- Brief description and history of your agency's client list (past 36 months).
- Bios and photos of key staff (100 words or less for each biography).
- Describe three-to-five projects similar in scope to the statement of work (SOW) described in this request for proposal (RFP) that your agency has completed. If possible, highlight work for similar organizations and demonstrated success including profit.
- Costs including a proposed rate table for the personnel who will work on the account.
- Describe the demonstrated pursuit of equity and diversity in your firm and your approach to event planning.

The total proposal cannot exceed 15 pages and should not include a font smaller than 11 pt.



About The National Domestic Violence Hotline

Established in 1996, the National Domestic Violence Hotline (The Hotline) is the nation's only 24/7 hotline serving those impacted by relationship abuse via phone, chat, and text in the United States and its territories. Since our inception, we have answered nearly 7 million contacts. However, demand for our services has grown significantly – in the last five years, our incoming contact volume has increased by 46%. The Hotline is the nation's leading source of real-time survivor data, trends in survivors' experiences, and information on domestic violence. In 2019, The Hotline launched a new brand focused on the strength of survivors and the hope we cultivate through our services.

At the heart of The Hotline is our highly trained advocate staff, providing high-quality, trauma-informed education, validation, and connection to services that help victims and survivors make life-changing decisions with dignity. The Hotline is headquartered in Austin, Texas, and provides services across the United States and US Territories.

Our Mission

We answer the call to support and shift power back to those affected by relationship abuse.

Our Vision

We envision a world where all relationships are positive, healthy, and free from violence.

Our Values:

- **Integrity:** We conduct every aspect of our work to the highest ethical standards and hold ourselves accountable to them. We value transparency and staunchly safeguard the confidentiality of those we serve.
- **Thought Leadership:** We are committed to learning constantly, developing innovative practices, and evolving strategies as necessary to achieve our vision and mission.
- **Excellence:** We value performance and results. We aspire to be the best and to embrace the challenge to exceed expectations.
- **Collaboration:** We work as a team within the organization and with a wide range of partners outside of it, in the belief that only through these partnerships will we achieve the broadest impact.
- **Social Justice:** We value diverse perspectives and strive to incorporate an anti-oppression lens in all aspects of our work.
- **Caring:** We conduct our work with compassion and in the spirit of inclusion, and we meet all individuals with respect and without judgment.
- **Survivor-centered:** Our work begins and ends with the interest of survivors of relationship abuse in mind.

Revisions to the Request for Proposal (RFP)

If it becomes necessary to revise any part of this RFP, amendments will be posted to The Hotline website. Interested bidders should check the website for any amendments before submitting a proposal. The Hotline reserves the right to cancel or reissue the RFP in whole or part before executing a contract.

No Obligation to Contract

This RFP does not obligate The Hotline to contract for services specified herein. Submissions become the property of The Hotline and cannot be returned. The Hotline is not liable for any costs incurred by the bidder in developing the proposal. Complaint Process Vendors may submit a complaint to The Hotline based on any of the following:

- **The RFP unnecessarily restricts competition;**
- **The RFP evaluation or scoring process is unfair; or**
- **The RFP requirements are inadequate or insufficient to prepare a response.**

A complaint may be submitted to The Hotline five (5) days before the RFP due date. The complaint must meet the following requirements:

- **The complaint must be in writing;**
- **The complaint must be sent to the Application Coordinator promptly;**
- **The complaint should clearly articulate the basis for the complaint; and**
- **The complaint should include a proposed remedy.**

Evaluation of Request for Proposals (RFPs)

The RFP is a competitive process. Submissions will be reviewed based on the requirements stated in this document and any revisions issued. The Hotline will designate an evaluation team with expertise in the project area to review, evaluate, and score submissions. Submissions will be rated by the evaluation team based on the following:

- **(30 points) for demonstrated competence, experience, and expertise in large-scale conference and event planning.**
- **(25 points) for demonstrated understanding of The Hotline's mission and purpose.**
- **(25 points) for previous experience with a large-scale regional or national nonprofit organization(s).**
- **(25 points) for overall quality of the submitted proposal including required elements and examples.**
- **(15 points) for demonstrated commitment to equity, inclusion, and diversity.**

Total points available: 120 points.

Proposals must receive an average review score of at least 90 points to be considered for a contract award.

Feedback on proposals will not be provided and the decisions of the evaluation team are final.