

2020 SOCIAL MEDIA CONFERENCE

REQUEST FOR PROPOSAL



**MEDICINE HAT
COLLEGE**

The Medicine Hat & District Chamber of Commerce, along with our partners, the Medicine Hat College Continuing Studies and Community Futures Entre-Corp are kicking off plans to establish a marketing and social media conference for May 2020.

Our desire is to bring together a consortium of local experts to help us put together a program.

Rather than selecting a few individuals and pre-determining the program, we are seeking out proposals from local experts. We are requesting submissions that bring together a number of related businesses to create a collaborative program for this conference and provide us with your proposal. We know that you have experience in this field and are best suited to know what the marketing and social media needs are in the community and where our business community is struggling. For this reason, we believe you are best suited to inform us on what would assist our business community in succeeding.

Our target attendee audience would be businesses who have 1-5 employees or are solopreneurs. From our historical attendance at these events, the businesses who are generally interested in marketing and social media training are those that have limited marketing dollars and are limited in their time to implement marketing strategies, but still want to have an effective marketing plan that they can implement themselves.

Our target capacity would be 100 attendees minimum with the sessions planned to take place from 9:00am to 4:00 pm with lunch provided. We would be looking at the option to provide both a half day and full day option, for those that can't commit to the full day. Our desire would be to have a morning session dedicated to marketing with the afternoon focused on social media.

Throughout the sessions, we are hoping to achieve some or all of the following objectives:

- To provide attendees with a marketing plan template
- To teach attendees how to establish marketing goals and measure them
- To educate attendees on what marketing outlets they can use /what's available
- To help attendees learn how to identify their target markets
- To help attendees understand what social media platforms should be used and how to use them
- To provide insight into email marketing, what options are available and how to use it properly
- To help attendees understand how to implement marketing strategies when they don't have a lot of time and provide them with tools to make it easy to implement i.e. social media calendar
- To teach attendees how to create content and use stories and testimonials
- To provide specific insights into Facebook, Twitter, LinkedIn, Instagram, Websites, e-commerce, etc.

PROPOSAL REQUIREMENTS

We request that the marketing and social media training program proposal should include, but is not limited to:

1. An outline of the program, topics and outcomes from each session suggested
2. An outline of the proposed speakers, including background and length of time in business related to their field of expertise
3. A list of questions that you wish to have included in the registration to determine audience, expectations and desired outcomes from attendees
4. Any other expectations of the planning committee that you would have leading up to the conference
5. Suggested pricing for attendee registration
6. Inclusion of a minimum of four proposed speakers/experts from our region
7. Cost to deliver the proposed program or other proposed compensation models such as a percentage of registrations received
8. Dates and availability in May 2020

Priority will be given to respondents who are members in good standing of the Medicine Hat & District Chamber of Commerce.

REQUIREMENTS AND AUTHORITY OF THE MEDICINE HAT & DISTRICT CHAMBER OF COMMERCE

This Request for Proposals does not obligate the Chamber to pay any costs incurred in the preparation of the response to this Request for Proposal or to award a contract for services. The Chamber reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified source(s), or cancel, in part or entirely, this RFP, if it is in the best interest of the Chamber.

SUBMISSION INFORMATION

Respondent must submit one (1) electronic copy of the proposal to events@medicinehatchamber.com.

Submission information must include all of the above referenced information.

Deadline for Proposals: Friday, January 31, 2020 at 4:00 pm.

Questions and communications regarding this Request for Proposal may be submitted in writing by email up to seventy-two (72) hours prior to the closing time and date to:

Kristen Walsh, Events Coordinator, Medicine Hat & District Chamber of Commerce
events@medicinehatchamber.com

No other representative of the Chamber is to be contacted regarding this Request for Proposal. The Chamber accepts no responsibility for, and the Bidder agrees not to rely upon, any verbal or written statements or representations from any other person, whether or not employed by the Chamber.