



IAEE Public Relations Campaign Request for Proposals

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I. OVERVIEW

The International Association of Exhibitions and Events (IAEE) requests a proposal describing your company's ability to provide public relations support for IAEE based on an established plan (see Addendum) defined and approved by the IAEE Public Relations Task Force and IAEE Board of Directors. IAEE requires a partner who has extensive experience in working with not-for-profit trade associations and establishing a measurable media presence in the industries they serve. Media Relations is key.

During the discovery phase of this process, your organization was identified as a potential partner for this project. If your company is interested in submitting a proposal, please do so by 31 August.

II. ORGANIZATIONAL BACKGROUND

IAEE

IAEE is a 501(c)6 not-for-profit association that represents more than 8,000 individuals and organizations engaged in the worldwide exhibitions and events industry. IAEE's membership is composed of exhibition and event managers and suppliers to the exhibitions and events industry. Since 1928, IAEE continues to provide quality and value to its members through leadership, advocacy, service, education, and strong relationships.

Historically, approximately half of the attendees at IAEE events are exhibition managers, from association, independent, consumer, and corporate shows. IAEE members have high expectations and rely on IAEE to be their voice in the general business community, to lawmakers and to the media.

Core Mission:

IAEE promotes the unique value of exhibitions and other events that bring buyers and sellers together such as road shows, conferences with an exhibition component, and proprietary corporate exhibitions. IAEE is the principle resource for those who plan, produce and service the industry.

III. THE PROJECT

The IAEE public relations campaign should reinforce the benefits of face-to-face opportunities in the general business marketplace. IAEE's multi-faceted structure encompasses several councils as well as boards of directors, committees, task forces and other member groups. The campaign must engage all audiences, meet their needs and be seen as a viable and trusted resource.

The exhibitions and events industry has been requesting a public relations campaign for quite some time and IAEE is now positioned to work with industry experts and outside counsel to create a long-term campaign that markets the lasting value of the industry and the face-to-face medium as worthwhile and critical to business today.

IV. GOALS AND OBJECTIVES

The goal of IAEE's public relations campaign is to reinforce the value of the face-to-face experience through IAEE member testimonials and stories. IAEE wants to establish a presence not only in the industry but in the general marketplace to underscore and solidify the positive value exhibitions and events have in fostering buyer/seller opportunities. The value of IAEE's mission must be clearly communicated and readily identifiable based on the PR campaign.

V. KEY AUDIENCES

Primary:

General Business
(prospective event attendees and exhibitors)
Policy Makers

Secondary:

Industry Organizations
Members
Prospective Members

Tertiary:

Students
Educators

VI. CAMPAIGN DESIGN AND STRUCTURE

Based on feedback and preferences from committee members and staff, the campaign should tell the story of face-to-face and why it is critical today.

VII. LIKE ASSOCIATIONS (COMPETITORS)

American Society of Association Executives (www.asaecenter.org)

Convention Industry Council – 30+ member organizations in events, meetings and convention industry

Meeting Professionals International (www.mpiweb.org)

Professional Convention Management Association (www.pcma.org)

VIII. BENEFITS TO YOUR ORGANIZATION

IAEE aims to give assurances of quality and value, at a cost-efficient price. In addition to the agreed-upon monthly fee, your firm will be recognized as IAEE's Public Relations Agency of Record. The benefits of partnership with IAEE include:

- Recognition as a [LEVEL] sponsor in all IAEE printed, onsite and electronic collateral – thousands of impressions each year
- Recognition in meeting materials distributed to more than 25,000 potential customers.
- Two complimentary registrations for each major IAEE Meeting
 - Expo! Expo! IAEE's Annual Meeting & Exhibition
 - IAEE's Mid-Year Meeting
 - IAEE's Senior Executives Roundtable
- Sponsorship includes the following benefits at events:
 - Recognition in the Onsite Program
 - Two complimentary full meeting registrations
 - Two invitations to the Chairman's Private Reception at the Annual Meeting in December
- Divider/tab ad in IAEE Annual Meeting onsite guide
- Individual attendee list for all IAEE meetings – limited and pre-approved use required.
- Company recognition on IAEE Member Community portal

IX. EXPECTATIONS, REQUIREMENTS, BUDGET

Basis for award of contract:

- General project understanding as evidence by plan submitted: 40%
- Cost: 30%
- Experience with association and/or industry: 10%
- Ongoing collaborative disposition: 20%

Anticipated Project Work

It is anticipated that the following elements will need to be fully implemented to launch the IAEE PR Campaign:

- Determine objectives
- PR Audit
- Best practices
- Understand existing IAEE PR Plan as compiled by IAEE Public Relations Task Force and approved by the Board of Directors

Requirements:

It is requested that your company will provide the following services:

- Full campaign launch (video, speaking points, supporting buzz, etc.) at Expo! Expo! IAEE's Annual Meeting & Exhibition to be held 6-8 December 2011 in Las Vegas
- Pre-launch campaign buzz to IAEE members and relevant trade/national media
- Media Relations – article placement, calls to set up interviews with leaders, television, radio, news, editorial, op-ed placement, etc.
- Testimonial placement in major media publications – national and international
- Measurement of Effectiveness of Campaign (impressions, Pick-Up)
- Social Media Integration – ensure that the campaign filters into existing IAEE networks and potentially create an entire social network presence for the campaign.
- Media Interviews

Budget:

IAEE is a member-based organization and cognizant of keeping membership dues, educational offerings and networking opportunities affordable to exhibitions and events industry professionals. Given this, the industry-wide public relations campaign is a top initiative of the strategic plan and is being supported by several organizations over a three-year period. The budget for effective implementation of this three-year program is expected not to exceed \$150,000 - 200,000 per year total for the course of the campaign and will be evaluated at the end of each year.

X. PROCESS TIMELINE

RFP Released	1 August
RFP Questions Due	8 August
RFP Questions Answered	12 August
RFP Responses Due	31 August
Finalists Determined	7 September
Outstanding Issues Addressed	9 September
Final Decision	16 September

RFP Questions

All questions relating to the RFP should be submitted to Susan Brower (sbrower@iaee.com) by 8 August.

Proposal Format

All proposals must be submitted complete and in Microsoft Word format. Any proposals received after 8 August may be considered as non-responsive. Please submit your proposal in writing to: Susan Brower, sbrower@iaee.com. Please include a reference list of sites you currently host as well as the contact information for at least three of your current clients. You are welcome to include any attachments that will help demonstrate your capabilities.

Please address all of the following in your proposal:

- Sample Project Plan with clear assumptions based on the information outlined here
- Budget
- Your company's public relations management expertise
- Client References
- Team leaders

XI. CONTRACT INFORMATION

Contracting Organization: The International Association of Exhibitions and Events

Deadline: 31 August

Direct proposals and questions to:

Susan Brower, CMM, CCP,
VP Marketing and Communications
The International Association of Exhibitions and Events
12700 Park Central Drive, Suite 308
Dallas, TX 75251
Phone: 972-687-9207 / Fax: 972-458-8119
E-mail: sbrower@iaee.com

XII. CONFIDENTIALITY STATEMENT

As a selected vendor, your organization will guarantee that all discussions, materials and findings will be held in confidence. This RFP and the nature of work solicited is the confidential and proprietary information of IAEE and its councils, and the information contained herein may only be used as necessary to prepare a proposal for submission to IAEE.

Submission of a response to this RFP does not bind IAEE to engage your company to provide the requested services. IAEE reserves the right to reject any and/or all proposals, accept any proposal terms it deems to be in the best interest of the organization, waives any informalities in proposals submitted and waive any minor irregularities or discrepancies in proposal procedures.



ADDENDUM

IAEE Public Relations Plan as Approved by the IAEE Board of Directors

June 2011

Part 1: Situation Analysis—Challenge and Opportunity

Given the surge of multi-media approaches vying for consumer attention today, face-to-face events are competing in a crowded marketplace and potentially being overlooked as a valuable medium today's global marketplace.

Also, new technologies are dramatically altering both media consumption and spending and are additional considerations which could potentially challenge the financial well-being of face-to-face event producers and their suppliers.

Now, more than ever, it is time for IAEE to implement a public relations initiative with the goal of changing beliefs and behaviors to reinforce the value face-to-face has in bringing buyers and sellers together. The results of a positive PR campaign will greatly benefit IAEE members, their customers and the global economy as a whole.

IAEE plans to use public relations (PR) to communicate the incomparable value of face-to-face. No other form of marketing outreach is as believable as PR.

Fortunately, face-to-face possesses several strengths to leverage:

- Face-to-face enables by far the richest form of interpersonal communication
- Face-to-face provides the easiest means to size up new products and product alternatives, and grasp industry practices and trends
- Face-to-face enables companies to demonstrate category leadership clearly
- Face-to-face provides the most effective method for sales prospecting and lead cultivation
- Face-to-face engagements can be measured and evaluated
- Face-to-face can be extended with Web-based technology and integrated into other marketing efforts
- Face-to-face provides powerful “extras” by influencing journalists and Wall Street analysts
- Face-to-face begins and ends with an extraordinary degree of personal commitment and involvement

The PR challenge is two-fold. Not only are “new media” captivating people—lodging themselves firmly in the “top of mind” position—but face-to-face events aren't well understood or considered novel. We need to capture people's attention, educate them, and change their perception of live events.

Part 2: Objectives

Broadly stated, the primary objective of the campaign will be to **“Promote the ongoing relevance of events.”** For the past several years, the shift in the overall media landscape has left many people questioning the sustained relevance and importance of the face-to-face experience. Our campaign will highlight that trade shows, conventions, conferences, consumer shows and other face-to-face events are, and will continue to be, essential.

A secondary objective is to **increase the favorable impression of events** within the overall business climate and within the communities events are held. This objective will be reached by communicating stories highlighting the regional economic impact of events, compelling testimonials/success stories, charitable giving and more.

Ideally, the PR Task force would like to **develop a plan that can be sustained into the future**, rather than one with a definitive 2011/ 2012 end date. The goal is to create an ongoing system that encourages and facilitates the flow of communication and event news to the target audience(s). As such, IAEE may want to consider fundraising to ensure the task force has the resources necessary to sustain its communication objectives into the future.

A successful campaign will be one that is **noticed and appreciated by IAEE members**. The work done on behalf of the industry should be viewed favorably and seen as a value-added member benefit.

The campaign will promote and confirm the direct financial/ROI benefits of face-to-face events for businesses (not just regionally). Face-to-face events help the economy by creating jobs which reinforces the message of face-to-face events being good for business and the bottom line.

Part 3: Strategies

This part of the plan sets forth the approaches we will take to achieve our objectives. The selected PR agency partner should have additional strategies or perspectives based on their expertise in accomplishing similar types of campaign objectives.

In order to **“promote the ongoing relevance of events,”** we must employ several strategies. The right strategies executed via a comprehensive tactical plan and communications mix will be imperative to achieve success. With the limited resources we currently have available, our strategies must be very focused in order to achieve the desired outcomes within our budget parameters.

Strategy One:

Tell the *real stories* about the power, and uniqueness, of trade shows.

Speak through the voice of the attendee to tell the story about the primary value proposition of attending trade events in a compelling and highly engaging way. These stories must contain powerful facts and statistics that will impress targeted editors and have relevance to their readers and mainstream audiences. These stories need to encapsulate what you can do at a trade industry event or meeting that you cannot do anywhere else. In addition they need to have significance to the industry the individual represents.

Stories can be complimented with broader human interest ties to the community where the event takes place, and or significant economic impacts of a large scale trade event in a city or region.

Strategy Two:

Differentiate trade shows from other forms of engagement (online and one-to-one meetings).

Trade shows have the ability to unite, and propel industries – every part of the value chain – like no other medium. These industry gatherings impact the growth, trends, and future of every market they serve. Innovations are released, announcements are made, trends are uncovered, solutions are shared – in a tangible and scalable way. Events create legitimate connections and contact opportunities that online and virtual interactions can't replicate.

Strategy Three:

Craft a succinct, compelling and relevant message(s).

Develop a tagline or positioning statement that succinctly, and effectively, promotes the relevance of events. The message should promote an action, reflect the priorities of the target audience and differentiate our product. This “tagline” should be industry neutral and speak in non esoteric industry terms to resonate with diverse target audiences. [Example: face-to-face is very esoteric. We need to communicate the value of interpersonal connections and engagement found at trade events in a general, but effective way leaves no room for misinterpretation.]

Strategy Four:

Leverage new media and digital opportunities to expand reach and build online buzz.

Leverage social media channels, video, IAEE membership's Facebook pages, related organizations, etc. to create buzz about the power of trade shows through contests, viral campaigns, Q&A, surveys, etc. that will help expand the reach of our initiatives through channels that are being heavily leveraged by our exhibitor and attendees.

Part 4: Tactics

In order to successfully achieve the PR campaign's goals, multiple channels and vehicles will be used to deliver the message about the value, importance and relevance of face-to-face events.

This is a preliminary list of proposed tactics, some of which could be replaced or refined based feedback from the larger task force members and input from the contracted PR agency.

NOTE: The proposed tactics should not be so narrow that the PR agency cannot bring additional insight and creativity to bear on the delivery of our messages; therefore, the PR Agency should concentrate on delivering messages to external audiences, rather than gathering and organizing stories and testimonials.

Tactics

On an ongoing basis, collect from member organizations testimonials and “real stories” that demonstrate the unique value and positive outcomes face-to-face events provide.

Based on these, story angles can be pitched to relevant publications and media outlets. Among other things, “real stories” can highlight events' economic impact (to cities); charitable contributions by producers; and compelling human interest stories.

Create a membership platform (portal) to streamline contributions of “real stories.” Develop creative and exciting incentives to encourage members to contribute. Also create a template to collect the information, so that it is standardized. IAEE staff will support the efforts demanded.

Create a 'tag line' or slogan that supports the objectives of the campaign. This can be used to help broaden awareness and reinforce key messages. Depending on the final slogan, assets could be created to reinforce the message. Among those assets would be a graphic representation of the campaign to reinforce awareness and learning. The selected PR agency may have additional recommendations (e.g., online activities, partnerships with large event producers, live/onsite activities, grassroots efforts, etc.).

Open doors with other industry organizations. Once we have a plan, it may be beneficial to engage other industry associations to see where there may be inroads for collaboration and support of our initiative. As part of this PR Effort, an IAEE ambassador will reach out to the other groups, seeking exploratory conversations about the creation of a unified voice for the industry. Our common denominator: face-to-face is vital.

Outcomes Measurement

To determine the effectiveness of the PR campaign, several milestones will be measured to ensure objectives are met. Once PR counsel is secured and the campaign implemented, these measurements will be confirmed and will include:

- Strategic counsel and planning assessment
- Based on provided articles and stories that IAEE has secured, average of at least 8 placements in identified media outlets per month
- Positive member feedback
- Member companies leveraging testimonials/research/stories to communicate the key messages to their own audiences
- Enhanced press relations and story pick-up in major media outlets
- Increased media impressions as evidenced through press clippings and digital media analysis
- Re-posting/re-tweeting of messages as evidenced through Google Analytics and tracking reports