



Request for Proposal

AmCham Shanghai 100 Year Anniversary

Public Relations Advisory Project

RFP Response Closing Date: Monday, April 28th

Send inquiries to: [ryan.balis\(at\)amcham-shanghai.org](mailto:ryan.balis(at)amcham-shanghai.org)

Description of the Program

AmCham Shanghai seeks proposals from Shanghai-based public relations firms to assist with the promotion of the Chamber's "100 Year Anniversary Program."

In 2015, AmCham Shanghai will mark the 100th anniversary of its founding (1915–2015), and a series of activities, events and other promotional efforts will be held in 2015 to celebrate the milestone and the past, present and future of the organization.

In particular, the program aims to highlight:

- (1) The history, growth and significant achievements of the American business community in China over the previous 100 years;
- (2) AmCham Shanghai's contribution to shaping a positive commercial relationship between the United States and China over the period; and
- (3) Looking ahead to the next 100 years of American business in China.

Goals of the Project

- Drive greater engagement by AmCham Shanghai members by enhancing perception of the Chamber's importance
- Heighten recognition of AmCham Shanghai with the broader business community, both in the US and China, as an influential business organization

Scope of Proposals

AmCham Shanghai anticipates that it will need assistance in designing a public relations strategy for the 100th anniversary program. This strategy will include

- Advising on the development of themes for the 100th anniversary program.
- Assist the Chamber in locating and evaluating partners for creating a visual identity for the program.
- Designing a strategy for branding a broad range of programs during the year, while also allowing the Chamber to create a few signature 100-year events.
- Cooperate with AmCham Shanghai leadership in specifying the elements of the 100th anniversary program including events, media (including print, video and online products), and media strategy.
- Working with the AmCham Shanghai leadership to design a program of events that will enhance community involvement in the program and emphasise the importance of the anniversary as a milestone in US-China business relations.
- Assist developing a strategy for identifying and evaluating potential program sponsors .
- Advising on potential partners to assist with media production, research, event management and venue provision.
- Advise the AmCham Shanghai leadership on estimating the budget required for various program elements.

- Provide direction on the development of a social media and PR strategy for maximizing the publicity value of the campaign to AmCham Shanghai and its membership

There would be potential for assisting AmCham Shanghai with implementing projects beyond the concept stage, but that would subject to a separate RFP

Background

AmCham Shanghai currently anticipates a number of events to occur through the course of the year, with at least one major conference marking the anniversary as a milestone in US-China business relations.

The Chamber expects the campaign will most likely be supported by print and web products. The Chamber currently publishes a monthly magazine and web portal which could be leveraged for supplemental coverage and to provide a platform for new products developed through the campaign.

Campaign Metrics

The Chamber ultimately expects to evaluate the quality and effectiveness of this stage of the campaign, and of the services provided by the vendor, according to the following metrics:

- The ability of the Chamber, at the end of the project period to have in hand a clear set of themes for the program
- The successful identification of partners for providing major services, such as design, media production, and event management
- The successful completion of a branding and overall campaign strategy for the program

Timeline

- Deadline for potential vendors submitting RFP: Monday, April 28th
- Deadline for awarding RFP: May 16th
- Project completion deadline: July 25th

Evaluation Criteria

Proposals will be evaluated by AmCham Shanghai according to the following criteria:

- proposed approaches for accomplishing the program's goals within the specified scope;
- the company's experience, qualifications and demonstrated ability relevant to the program and the scope of the project;
- past involvement with and contributions to the Chamber, including membership
- Estimated cost and value of the services to be provided, including the potential for cooperation between the vendor and AmCham Shanghai on a barter or partial barter basis in return for shared publicity through the program

The Chamber will choose only one company to cooperate on development of this stage of the program.

About AmCham Shanghai

The American Chamber of Commerce in Shanghai (AmCham Shanghai) is a non-profit, membership-based organization representing over 3,700 members, including 1,700 corporate organizations. As the largest and fastest growing American Chamber in the Asia-Pacific, AmCham Shanghai members represent most industries and comprise Fortune 500 companies, Small and Medium Enterprises (SMEs), individual members and entrepreneurs.

Founded in 1915, AmCham Shanghai was the third American Chamber established outside the United States. AmCham Shanghai is committed to the principles of free trade, open markets, private enterprise and the unrestricted flow of information.

For more information, please visit www.amcham-shanghai.org.

Contact Information

Please direct all questions to:

Michael Cole

Director, Communications & Publications
The American Chamber of Commerce in Shanghai
Shanghai Centre, Suite 568
1376 Nanjing Road West
Shanghai 200040

Ph: +86 (21) 6279-4583

Email: [ryan.balis\(at\)amcham-shanghai.org](mailto:ryan.balis@amcham-shanghai.org)