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Request for Proposal: Public Relations Firm

Our purpose for hiring a PR firm is to change the perception of Bailey Edward from 'capable' to 'creative'.

Operating in the public sector, the majority of our client's architecture and engineering (a/e) selections are based on qualifications. Bailey Edward has experienced tremendous growth over the past five years and we are strategically pursuing high design projects. We find ourselves unsuccessfully competing against older, larger firms with greater name recognition and deeper design portfolios. The feedback we receive is that our qualifications were highly rated, and we lost by a very small margin.

Typically the selection committee is comprised of one or two client representatives (non-designers) and two or three facility representatives (typically architects and engineers). A past client survey showed that media and colleagues are their primary source for name recall of an architecture firm. We feel that this change in perception will assist us in adding multiple points and moving us up from retainer work and promote our firm to win more exciting and challenging projects with current and future clients.

Bailey Edward Design, Inc.

Founded in 1991, Bailey Edward is an architecture, engineering and construction management (a/e/c) firm for clients that serve, support and protect the public. Government clients comprise over 40% of our work, with another 40% in the higher education marketplace. With a broad array of expertise, our 38-person staff, is ideally suited to serve as a retainer firm handling all of an agency's real estate holdings or an institution's campus. With three offices in Illinois, we service clients locally, regionally and nationally.

Current PR Initiatives

Over the last three years, our PR initiatives focused on reinforcing our 'responsive' service and specialty expertise: historic preservation and research facility design. All efforts were pursued and tracked by in-house staff. As a result of these efforts, the industry recognizes us as a technically capable, highly responsive firm. Our message has been:

Responsive Architecture

To differentiate our firm amongst our competition, Bailey Edward has actively cultivated an approach that values client success above all else. The success of our approach - emphasizing consensus, inventive problem-solving and responsive client service - is evidenced by our enduring client relationships and acclaimed, unorthodox solutions.

Responsive Engineering

Bailey Edward utilizes a balanced approach to engineering systems design and maintenance emphasizing an institution's need for uniformity, reliability and energy conservation while adapting to client budgets, energy efficiency efforts and building conditions.

Responsive Construction Management

Bailey Edward employs a proactive approach to construction management that ensures owner and contractor are apprised of important issues ahead of construction activities. Our approach eliminates "emergency decisions" while keeping the project on schedule, and minimizes costly change orders.

Contact

Sara Gaum, Marketing Manager
sgaum@baileyedward.com



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Current Marketing Efforts

We are using social media, e-newsletters, holiday gifts, networking, article writing, and speaking engagements as part of our program.

Responsibilities of the PR Firm

- To acquire in-depth knowledge of the Bailey Edward brand through our current marketing efforts, to gain an accurate perception of the company by clients, subcontractors and the general public
- To create PR strategies and initiatives to reach PR goals by leveraging in-depth knowledge, customer, competitor and media insights, and future needs of the company, as well as market opportunities
- To communicate key messages and build, maintain and manage the reputation and relationships with journalists with high design magazines (Architect, Architectural Record, American Schools + University)
- Identify possibilities for speaking engagements and networking opportunities in local, Midwest and national markets
- Training architectural and engineering staff for speaking engagements and networking opportunities in local and Midwestern markets
- Identifying additional public relations opportunities within a designated budget

Our Key Messages

- We are experts at creating 'Excellent, Beautiful, and Meaningful' design for public institutions
- We have award-winning design experts on staff
- And, we practice 'responsive' client service

Public Relations Objectives

- Change perception of BE from 'capable' to 'creative'
- Increase awareness of our creative designs amongst current and future clients
- Position our principals and staff as design experts in the field
- Create industry recall for the firm's design work on a local and regional level
- Build design awareness from potential clients for the firm in Illinois and the Midwest region
- Reinforce our 'responsiveness' as a value-added service to our design excellence

Consulting / Reporting

- Biweekly updates with Bailey Edward
- Regular, proactive advice on new PR opportunities and ad-hoc advice from any opportunities brought to the PR firm from Bailey Edward
- Monitoring of market development, trends in a/e/c market, and relevant a/e/c topics
- Bimonthly report on activities with highs and lows, as well as an outlook on the coming month

Content Creation / Media Relations

- Creation of an editorial plan
- Distribution list creation and maintenance with all relevant media
- Writing an average of one (1) press release per month
- At least quarterly interview/speaking placement
- At least quarterly print media placement

Budget

- TBD - We are expecting to utilize expert feedback and input from this RFP to help us determine the necessary funding for hiring a PR firm to reach our goals



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Schedule

Date	Action
May 15, 2015	RFP Released
May 22, 2015	Bidder Questions Due
May 29, 2015	RFP Due Date
June 5, 2015	Shortlist
June 19, 2015	Contract Awarded
July 1, 2016	Contract Complete (possibility for renewal)

Proposal Format and Requirements

Respondents must furnish one original and three copies of their proposal by 5 p.m. Central Time on May 29, 2015. All questions regarding this proposal should be sent by email to Sara Gaum at sgaum@baileyedward.com by 5 p.m. Central Time on May 22, 2015. Any submissions or questions submitted after the respective time and dates will not be considered.

Please use the following format for your submission:

Tab 1: Letter of Interest

- Please tell us why you would like to work for Bailey Edward and why your firm would be a good fit for our firm

Tab 2: Firm Overview

- Provide information about your firm, such as time in business, number of offices, number of employees, areas of expertise, organizational structure, addresses (including main office and office that will manage the project, if different), and any other pertinent information

Tab 2: Experience

- Provide three (3) recent projects (last 5 years) executed by your firm similar in experience relevant to the proposal. Pictures, brochures, and additional material that demonstrate effective work are welcome.
- List of relevant a/e/c clients for which you have performed similar work
- Three (3) references, including name, title, company, phone and email address, who can be contacted regarding your performance
- Submit a narrative description of how the firm proposes to execute the project. Descriptions of experience with similar projects that demonstrate effective work are welcome.

Tab 3: Personnel

- Provide resumes for key people to be assigned to our project
- Describe proposed responsibilities of key people
- Identify primary contact for the client
- Provide an organizational chart of the project team
- Include the above information for any consultants (if required)

Tab 4: Estimated Price and Terms of Service

- Itemized cost of your services according to the scope of responsibilities and work outlined in this RFP
- Terms of Service of your company

Tab 5: Fees

- Provide fee schedule for staff positions



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Firm Selection

Proposals will be evaluated and scored by the selection committee, including Principals, marketing personnel and senior architecture staff, based on the following criteria:

- Experience of firm regarding similar projects for a/e/c firms
- Individual experience of staff assigned to this project
- Firm's understanding of project requirements

The selection committee may or may not choose to conduct telephone, online or in-person interviews. Following proposal scoring, the firm will be required to travel to Bailey Edward's headquarters in Chicago, Illinois at their own expense for an interview. Upon selection of a finalist, Bailey Edward will enter into contract negotiations. If these negotiations fail, Bailey Edward will proceed with contract negotiations with the firm scoring second, and so on. Unsuccessful respondents will be notified.

Additional Information

Statement of Non-Commitment Issuance of this RFP does not commit Bailey Edward to award a contract or to pay any costs incurred in the preparation of proposals. Bailey Edward reserves the right to reject any or all proposals and re-advertise. All proposals become the property of Bailey Edward.

odwyerpr.com