REQUEST FOR PROPOSAL

The Society of Government Meeting Professionals (SGMP) seeks a social media manager to support the National Board of Directors (NBOD) in increasing social media engagement amongst members, potential members and industry professionals.

Date Circulated: January 10, 2017

Response Submission Deadline: January 29, 2017 at 5 p.m. EST
Submit proposals to Ann Koralewski at events@hsc.ufl.edu

Background: Our mission is to enhance and promote the expertise of government meeting professionals. Our objectives are to improve the quality of, and promote the cost-effectiveness of, government meetings. SGMP was founded in 1981 and is the only national organization in the U.S. dedicated exclusively to government meetings. We expand our members' expertise by delivering our membership value of education, resources and networking through 23 chapters.

Project Purpose and Description: The purpose of this project is to develop an online presence and help situate SGMP as the industry leader in knowledge and content related to government meetings.

Our goals are to:
1- Increase the level of engagement with SGMP members and attract new members.
2- Brand the SGMP name and CGMP designation.
3- Establish SGMP as content experts and promote revenue generating educational options.
4- Keep SGMP membership updated on key industry news, educational opportunities, events, etc.
5- Assist SGMP to achieve its strategic vision, mission, and objectives.
6- Enhance the understanding and perceived value of the SGMP brand.

Scope of Work Being Solicited: Reporting to the National Communications Committee Liaison, the social media manager will work under the guidance of the SGMP NBOD. Social media management would include but is not limited to:

- Ensure SGMP social media accounts are set up properly for an organization and not an individual account.
- Twitter – Posting of original content multiple times a week and daily re-tweeting of industry related content.
- Facebook – Posting of original content multiple times a week.
- LinkedIn – Posting of original content weekly.
- Blogs – Working with SGMP NBOD to produce and deliver weekly blogs on industry related topics.
- Responding to posts, mentions and direct messages in conjunction with National Communications Committee representatives.

**Proposal Guidelines:** Those responding to this request for proposal should:
- Include a price proposal for the work.
- Outline a project timeline, including details such as key milestones and deliverables.
- Submit the application no later than 5 p.m. EST on January 29, 2017.

**Bidder Qualifications:** In order to be considered for the social media manager, all bidding agencies must:
- Have training in social media marketing.
- Reference and outline relevant work/project experience in social media marketing.
- Provide a list of all personnel who will be working on the project – include resumes for each individual.

**RFP Timeline:**
- Proposals in response to the RFP are due no later than 5 p.m, EST on January 27, 2017.
- Evaluation of proposals will be conducted from January 30, 2017 until February 10, 2017. We will notify bidders during this time if any information or discussions are needed.
- Contract negotiations will be completed by February 22, 2017 and notifications to bidders who were not selected will go out after that date.

**Project Timeline:**
- Project initiation phase must be completed by March 17, 2017.
- Project planning phase must be completed by April 7, 2017.
- Project planning phase will determine the timeline/schedule for the remaining.

**Proposal Evaluation:** SGMP NBOD will rate each application based on the following factors:
- Relevant training/work experience.
- Samples of past work.
- Cost vs. value: bidding agencies will be evaluated on the cost of their proposals based on the outlined scope of work.

**Current Social Media Links:**
- Facebook – [https://www.facebook.com/SGMPNation/](https://www.facebook.com/SGMPNation/)
- Twitter – @SGMPHQ
- LinkedIn – [https://www.linkedin.com/groups/1736487](https://www.linkedin.com/groups/1736487) – Society of Government Meeting Professionals (SGMP), unlisted, 2,208 members