2021

Request for Proposals
Conference & Events Services Seminar

ACUI will be hosting its second Conference & Event Services Seminar in 2021. Previously topics for this area were delivered in a reservations and operations seminar. Regardless of its title, investment in personal and professional development can create additional non-tuition revenue for your campus and specifically for your auxiliary-linked budget responsibilities. Unlike other professional development opportunities, the time spent at this program can yield immediate results for the bottom-line, prolong staff employment because they are sufficiently trained for success in their position, and create a network for continuous improvement in the field.

ABOUT ACUI

Founded in 1914, ACUI is a nonprofit (501C3) educational organization that brings together college union and student activities professionals from hundreds of schools in seven countries. ACUI is the professional home to thousands of campus community builders around the world. Primarily focused on the work of those within the college unions and student activities field, the Association strives to provide an inclusive, welcoming community for all those who choose to belong.

Association Contact Information:
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Proposed Dates:
The ideal dates for the program are:
Monday–Thursday in the month of January 2021. If this is not available, a Thursday–Sunday pattern could also be considered. Sample schedule is provided at the end.

- **Monday** – Travel Day, Check-In and Welcome Dinner
- **Tuesday** – Full Day of Program
- **Wednesday** – Full Day of Program
- **Thursday** – Half Day of Program

Target Audience:
Any higher education professional engaged with conference/event sales, bookings, and execution, in addition to oversight of these staff members should attend. Union and student center professionals working as a team to serve departments of the university, student organizations, and outside interested parties will benefit from this seminar. Invite those with frontline responsibilities to attend with key administrative staff.

Target Attendance of 60-75 People

Intended Outcomes/Institute topics:

This seminar is planned to offer:
- Training that will boost sales
- Networking with participants from other campuses for cross-functional learning
- Hands-on experience and ideas from other unions we tour
- Dynamic faculty who could be available for conversation and consultation throughout and after the program

Seminar topics might include:
- Marketing, sales, and more: Generating leads for external business
- Speaker and other useful policies
- Balancing dual roles – College Union and Conference Services
- One-stop-shop and other organizational structures to maximize efficiency
• Operational topics: inventory control, scheduling, AVV trouble shooting 101, equipment maintenance
• Administrative topics: Liability Insurance, risk management, contract management, crisis management, ADA compliance
• Finance: to include or not to include in pricing bundles, budget control, pricing, billing and invoicing
• Internal vs external clients
• Technology: Systems and user tips (EMS, Meeting Matrix, etc), integration of campus systems
• Meeting Logistics 101: best use of space, room sets
• Customer Service: difficult customers, VIPs, weddings vs campus vs corporate
• Small budget, big event
• Athletic camps, conferences, large-scale event management, outdoor events
• HR: avoiding burnout, Student staff training
• Best practices:

It is expected that programming content include information from all of ACUI’s Core Competencies.
HOSTING REQUIREMENTS
The ideal host for the Conference and Event Services Seminar will be an institution that is a member of ACUI; is located in close proximity to an accessible airport; has modern facilities on campus to support the meeting-space and meal needs for the program; and can showcase its successful services/spaces/resources within their building and campus. Host sites are responsible for assisting with the coordination of facility/lodging/catering needs, social and leisure activities, local transportation information and support, basic supply needs, and other on-site needs and problem-solving.

Lodging Requirements:
Traditionally, lodging for the institute has been at a hotel located close to conference facilities. We are open to learning more about a hotel referral option, preferably one in close proximity to the meeting facilities at cost of the attendee.

Space Requirements:
Ideally, all of the following would be available to the seminar for the duration of the program.

- A large group spaces with:
  - Tables and chairs set classroom style for up to 100
  - A resources table along the side
  - A speaker’s table with projector/screen at the front of the room
  - Wireless internet and power outlets accessible for all attendees

- Three breakout rooms with:
  - Tables and chairs set classroom for 40
  - A speaker's table with projector/screen at the front of the room
  - Wireless internet and power outlets accessible for all attendees
  - Workroom area for institute faculty/staff (available beginning on day before the program.)
  - Registration area in an appropriate and visible location

The host facility must meet ADA Standards for Accessible Design to accommodate participants with disabilities. Venues must be able to provide an all-gender restroom option as part of providing an inclusive environment.

A/V Technology Requirements:
The program requires that all breakout spaces have access to a projector screen, laptop or computer hook-up, and audio system.

Please make sure to include if A/V is built into the space, requires additional labor costs, and any minimum fees for staff support or A/V Rental.

Meal Requirements:
Included in the program's registration fee are three breakfasts, two lunches, and one dinner. Ideally meals will be held on campus in an area that is close to the conference spaces and that will allow for networking to occur among the attendees.

Ideally, meals will be held on-campus in an area that will allow for networking to occur among those in attendance. The host coordinator should work with their dining service or other local contacts to get the most beneficial cost for program meals. Please provide your food service provider and a sample meal budget or price per person (based on 60 registrants) on different meal options.

Food service provider should be able to accommodate special dietary needs for attendees as provided through the conference registration process.
Logistical Requirements:
Institutions interested in hosting a session of the seminar will ideally meet the following logistical characteristics:

- Transportation between the airport and the host site must be either provided by the host institution or be easily arranged by the individual via some sort of affordable ground transportation service.
- Support for planning an evening social component, which may be part of the union or within walking distance for participants.
- Buildings/campus should be sustainable and have recycling options.
- Provide campus tours, college union tours, and/or recreation facilities tours for interested attendees, featuring services provided to support student clubs and organizations.
- Ability to ship and receive via UPS from office space for program.
- Ability to provide free wifi to conference attendees, including those travelling from outside the United States who might not have a data plan routinely reconnect devices.

Financial Guidelines
All financial components of the institute can be negotiated with ACUI and the host through the bid process. Program materials, staff travel, Association.

The Associations seek to make the program as cost-effective as possible to provide access to campus professionals. Through relationships with local and campus vendors, the host institution will be able to utilize networks to help develop the program. While expenses are negotiable, higher costs increase the registration fee for participants. Likewise, the host institution should be prepared to support the program.
SAMPLE SCHEDULE

ACUI
Conference & Event Services Seminar

MONDAY, JANUARY 14, 2019
6–8 p.m.
Welcome and Dinner
Lower Lounge, William Pitt Union

TUESDAY, JANUARY 15, 2019
9–10:15 a.m.
One Team, One Dream: Improving Teamwork Between Reservations and Operations
548, William Pitt Union

10:30 a.m.–12:30 p.m.
Tour: William Pitt & O’Hara Union
William Pitt Union & O’Hara Student Center

12:30–1:30 p.m.
Lunch (Provided)
Ballroom, William Pitt Union

1:30–2:45 p.m.
We Don’t Have This Position; How Do We Develop It?
527, William Pitt Union

1:30–2:45 p.m.
Enforcing Policy and Maintaining Customer Satisfaction
540, William Pitt Union

3–4 p.m.
Events, Students, and Policies, Oh My!
Dining Room A, William Pitt Union

4–5 p.m.
Speed Sharing
Lower Lounge, William Pitt Union

WEDNESDAY, JANUARY 16, 2019

WEDNESDAY, JANUARY 16, 2019 Continued

Noon–1:30 p.m.
Lunch (Provided)
Carnegie Mellon University

1:30–2:30 p.m.
Using the Disney Way to Provide Excellent Customer Service
548, William Pitt Union

1:30–2:30 p.m.
Managing Event Workflow and Communications
527, William Pitt Union

2:45–3:45 p.m.
When Merging Departments Makes Sense
540, William Pitt Union

2:45–3:45 p.m.
Who’s on First? A Tiered Approach to Scheduling
630, William Pitt Union

4–5 p.m.
High Profile Events on Campus
Dining Room A, William Pitt Union

5–5:30 p.m.
Roundtable 1
Various Locations, William Pitt Union

5:30–6 p.m.
Roundtable 2
Various Locations, William Pitt Union

THURSDAY, JANUARY 17, 2019

9–10:30 a.m.
EMS, Social Tables, and 7Points Integration
527, William Pitt Union

10:30–10:45 a.m.
Coffee Break

10:45–11:45 a.m.
Reservation & Events Roundtable
Dining Room B, William Pitt Union

* Please refer to the mobile guide for the most up-to-date information.
SUBMISSION INFORMATION
The following information outlines ACUI’s submission process for host bids. Additional program specific information and details may be required as outlined in this Request for Proposals. Please visit our website for the most up to date information outlined below. http://www.acui.org/host

Institutions interested in hosting should submit the following through our ACUI online submission process:

- You will be asked to submit a quote for the following areas that may be at cost to the association to host the program on your campus (e.g., lodging, meals, venue space, and A/V)
- A proposal for dates of hosting the institute (in addition to preferred dates listed)
- A proposal of facilities available including local overnight accommodations as specified and meeting spaces. Itemized pricing information and confirmation of ADA accessibility is required. Photos of facilities are preferred.
- A proposal of meal options (Provide pricing as applicable to program)
- A proposal of logistical requirements (as outlined in the RFP). Itemized pricing information is required.
- Designated contact and possible host coordinator(s)
- The phone number and email address of the director of the submitting office/department, to confirm the level of institutional support for hosting
- Potential service organizations with which to partner for preconference community service
- Potential topics for event sessions facilitated by host campus administration
- Airport and airport transportation providers

Submission Process:
Host bids for programs will be accepted for priority review by March 2, which must include:

1. Name, institution, and contact information of the primary contact for the program.
2. Title of the program.
3. A summary of the host location, addressing:
   Evidence that the host meets the criteria identified for the specific program, and any additional program specific requirements and questions being asked. You can utilize sections of the RFP to breakdown areas of need.
4. Quotes for additional costs to host (specifically, breakdown of estimated cost for meals, space, A/V, and lodging as outlined in program RFP)
5. Any additional supporting documentation for the program, which could include photos of venue, catering menus, space diagrams, local tourism, supporting information, testimonials, etc.

Please keep in mind there may be additional program specific questions and supplements that will need to be provided. This will be outlined in each program's RFP.

Submission Criteria:
The review process includes, but is not limited to, an assessment of the criteria listed below. Due to the wide variety of programs that can be considered, a program does not need to meet every criterion.

- Ability to successfully host the program and its needs
- Financial cost to host the program
- Venue Space
- Travel & Transportation
- Lodging & Accommodation Options
- Past Program Location (to consider access to different regions over course of time)
- Laws and Policies in State (See ACUI Nondiscrimination & Inclusion)
- Support from Institution
Selection Process:
Electronic notification will be sent to confirm submissions have been received. The program manager and applicable volunteers will review materials to make the selection. One recipient will be chosen, unless otherwise noted for the specific program.

Bid Timeline:
March 2, 2020: RFP Priority Deadline
April 30, 2020: Contact finalist bid and confirm host agreement
May 8, 2020: All hosts will be notified of selection outcome
June 30: Official announcement begins

ACUI Nondiscrimination & Inclusion:
ACUI is committed to non-discrimination, including non-discrimination on the basis of race, religion, color, sex, sexual orientation, gender identity, pregnancy, parental status, national origin, age, disability, veteran status, family medical condition or genetic information, political affiliation, or any other illegal discrimination, and the host warranties that the services and facilities being made available by and within the host are offered on such a non-discriminatory basis. Each subcontractor, service provider and/or supplier subsequently uses is expected to abide by these same tenets. The host agrees to promptly and sufficiently address any complaints arising out of this provision. Such assurance of nondiscrimination demonstrates a commitment to ACUI’s core values of unconditional human worth and diversity.

When planning any program, the end goal is to select a site that will create an outstanding experience for attendees. Before selecting a host location, an analysis is first conducted to determine viable airport locations, cost to attendees, past sites, and area membership support. Regions and other program planners consider similar factors after receiving proposals from interested member institutions to host the conference.

Final determination of a site location must be in alignment with our associations’ core values.

Hotel/venue contracts will be negotiated to include a clause that enables ACUI to terminate the agreement without penalty due to new conflicting laws that are enacted. Such an action would be determined after careful consideration of the program directors, or Board of Trustees, as applicable. When a cancellation is not contractually possible or desirable, ACUI will provide education about the implications of the laws, encourage advocacy around equity and access, and ensure that local members affected by such broader external factors are supported.

All ACUI bylaws, policies, and procedures apply to hosting a program, including that minimum registration numbers must be met and logistical and budgeting guidelines must be followed.