

The Association of Leadership Professionals
Annual Leadership Conference Hosting
Request for Proposal (RFP) Policies and Procedures



I. GENERAL BACKGROUND & POLICY INFORMATION

The Association of Leadership Professionals (ALP) mission and purpose is to advance the effectiveness of leadership professionals through recognizing excellence, fostering innovation, sharing best practices and building networks.

To accomplish its mission, ALP holds Annual Leadership Conferences in different regions of the country and internationally in the communities of Member organizations. The exact rotation varies depending upon the cities that express interest in hosting the conference for a given year. ALP reserves the right to deviate or adjust the regional rotation based upon the availability of interested host cities in a particular region, unique opportunities which may arise, or the changing needs of the conference.

While it is the desire of ALP to utilize the site selection process as outlined in this document, from time to time it may be in our members' best interest for the organization to form a collaborative relationship with a strategic partner(s). In these instances, ALP may need to suspend the normal host selection process, and vary from established criteria to meet the special needs that may become necessary to formulate such a successful collaborative endeavor.

The conference format requires close cooperation between the host member organization, the Association of Leadership Professionals board of directors, conference committee, staff and the conference facility. This cooperation begins shortly after site selection and continues through conference planning and the conference itself.

ALP and the host committee will draft and agree to an event budget early in the process. The Conference is intended to generate revenue for both ALP and the host community, so the budget will include an agreement for distributing any proceeds among ALP and local partners. Additionally, any sponsorship for the Conference will be pursued with support from local partners, and with assurance that no fundraising for the Annual Conference will supplant local funding for local partners. ALP will serve as the financial "home" for the Annual Conference, processing revenue through online registrations and paying expenses associated with the Conference.

Request for Proposals (RFP) may be submitted electronically to: alpleaders@gmail.com or mail to:
Association of Leadership Professionals
624 W. University Drive, B289
Denton, Texas 76201

Questions may be directed to: Lura Hammond at alpleaders@gmail.com or call 214-587-4538

Deadline for submission of RFP is March 15, 2011

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II. CONFERENCE INFORMATION & REQUIREMENTS

A. Previous ALP Conferences

The Association of Leadership Professionals held its first conference in Fort Worth, Texas in April 2010. ALP is working in association with the Greenleaf Center to offer members a venue for networking and educational workshops in June 2011.

This Request for Proposal will be specifically for the annual conference in 2012, however, the Board of Directors will consider proposals for subsequent years.

B. General Conference Structure

- Two or three-day conference is recommended
- Conference office opens two days prior to the full conference opening
- Pre and/or post conference seminars are optional, would be one day prior to or after conference opening
- Opening welcome reception and meal event on the first evening, but this can be modified. The majority of attendees arrive on the day of the official conference opening
- The conference opens each morning with a general session and follows with concurrent workshops throughout each day. There is full-day programming on two days of the conference
- A recognition & ceremonial event is planned and scheduled in the evening during the conference; usually the last evening
- At least one of the evening social events is planned, funded and executed by the local host organization and is often held off property
- The Leadership Resource Fair Bookstore and Exhibition are open during the Conference
- Widely recognized high quality speakers are expected that can bring the level of stature that is commensurate with ALP's goals, objectives and mission. The decision would be made jointly by the ALP board and the host committee.

C. Dates, Properties/Locations, Demographics, Structure

1. Dates:

Specific conference dates are negotiable. Consideration for the conference dates should include the fact that most leadership programs conclude their program year in May and June. However, the conference committee will not preclude those months if the local host community has specific reasons to host the conference during those months.

2. Properties and Locations:

Host community requirements

- a. Be accessible from across the nation at a reasonable cost and serviced by mass transportation (major airlines, bus, train)
- b. Have available first-class accommodations at conference/hotel facilities with sleeping rooms sufficient to meet projected attendance of 300-500;
- c. Have meeting rooms of sufficient number, size, variety and flexibility to accommodate the conference program including general sessions, at least 10 breakout rooms for 25-100 people and exhibit space; and
- d. Have a variety of cultural attractions, entertainment, restaurants and shopping easily accessible from the meeting site.

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Host organizations requirements:

- a. Have an experienced executive director AND host committee chair capable of facilitating local events and working closely with ALP conference committee chair, board and staff;
- b. Have a sponsoring community leadership organization(s) and organized graduate group(s) support the host effort and be willing to participate in the organization and implementation of the conference;
- c. Be able to generate local funding to fulfill designated host functions for enhancement of leadership conference program functions;
- d. Provide the cost of travel for their program director or conference host chair (non-board member) to attend ALP board or conference committee meetings as necessary;
- e. Provide the cost of local expenses (excluding travel) for site visit with representatives from ALP;
- f. Provide a welcome bag and procure items to go in it; and
- g. Assist with local media coverage to promote the conference

III. GIFT POLICY

ALP policy forbids members of its board, staff and site selection committee from accepting gifts from prospective host organizations or communities with the exception of any token customarily given under similar circumstances by a convention and visitor's bureau, a community or a hotel.

IV. MEMBER NOTIFICATION OF REQUEST FOR PROPOSAL PROCESS

Notification of this policy will be made periodically to the Association of Leadership Professionals members through newsletters and other means as appropriate to assure wide distribution and understanding.

V. HOST SITE WITHDRAWAL

An organization may withdraw its proposal at any time. However, in the event the designated host site must resign its position, official notification in writing to ALP is required 18 months prior to the planned event.

VI. STEPS TO BID FOR NATIONAL CONFERENCE

STEP #1: Letter of Interest

Organizations may submit a Letter of Interest in hosting an annual conference at any time. The letter should contain the following:

- Designation of a particular month and year for selection by ALP.
- Outline indicating community/host meeting property and location requirements (see section C); communities that can demonstrate the ability to mitigate logistical costs for ALP, i.e., room and food & beverage attrition requirements, will be given the strongest consideration
- Community background, including demographics and information about the local program
- Signature of executive director and/or board chair indicating the local program supports the expressed interest
- The community/host propose a memorandum of understanding of how financial arrangements and obligations will be considered.

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Letters of Interest will be considered active for a period of three years or until such time as the conference site(s) has been chosen for the year(s) covered by the Letter of Interest. It is not intended that Letters of Interest be full proposals. They need *only* contain sufficient information to assure ALP that a Leadership Program Member and its sponsoring organization support the expressed interest.

STEP #2: Invitation to Submit Proposal

Based on geographical considerations and Letters of Interest received, ALP will issue an *Invitation to Submit a Proposal*. U.S. geographical considerations include ALP's intention to select conference sites over time that reflect a balance of eastern, western, central, northern and southern locations. In the case of an international location, cost, accessibility and ease of travel will be determining factors. Except in extraordinary circumstances, an invitation to host the conference will be issued to only one community. However, ALP reserves the right to request competitive proposals.

STEP #3: Site Visit

Upon receipt of a formal proposal, and prior to the final site selection, a site visit by ALP board members and/or staff may be scheduled. The host will be responsible for visitor's local expenses i.e., hotels, meals and excursions; however, travel expense to the site is excluded. This site visit might include hotel inspection, meeting with host committee chair and committee. The proposing city may also be requested to provide additional information prior to the site visit. Once the site has been selected, ALP will bear the expense of travel for staff or assigns. ALP may request financial assistance from the community's local visitors and convention bureau.

STEP #4: Site Designation

ALP will notify the proposing organization of its decision following the next regularly scheduled meeting of the board of directors after a site visit. ALP may, at its option, reject the proposal and issue an invitation to another organization. Ordinarily, conference sites will be selected three years in advance. For example, by April of any given year, the locations of the next three conferences should be designated.

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REQUEST FOR PROPOSAL REQUIREMENTS

ALP WILL PROVIDE

ALP will collect and manage all conference registration fees. In exchange, ALP will provide the following:

1. Registration/Administrative Support
2. Publicity/Marketing
3. Staffing/Supervision of on-site Conference Office
4. Creation of agenda
5. Keynote & breakout speaker expenses, contacts and confirmations
6. Coordination with host committee on logistical requirements
7. Logistics expenses (food, meeting space, audio/visual)
8. Coordination and implementation of awards banquet

HOST COMMUNITY - RFP SHOULD CONTAIN:

1. Commitment of the program director, the program's board of directors and the sponsoring member program(s), graduate group(s), to support the planning, organization and implementation of the conference; this includes, but is not limited to organizing logistics (meeting space, food, volunteers, etc.) to meet general conference structure
2. Identification of the host committee chair and/or their liaison with ALP.
3. Ability to send the host committee representative to ALP board meetings as needed during the year of the conference; ability to serve on the conference committee for a two-year term (one year prior and current year) and ability to serve as a resource as needed following year
4. Program idea suggestions relating to unique aspects or resources of the host community that could be coordinated with the program to be developed by ALP; assistance in obtaining resources if requested; includes keynote & breakout speakers
5. Commitment to fund proposed host functions (typically a welcome reception and/or evening meal event); this includes, but is not limited to, food, meeting space and transportation
6. Specific information regarding hotel capacity, availability and incentives, such as rates, attrition conditions, etc. In addition, airline accessibility and attractions in the area of interest to those who might combine conference attendance with spouse/family/guest for an extended visit
7. Commitment of volunteers for registrations, speaker introductions during breakouts and hospitality (greeters, tours, etc.)