



**Association of Leadership Professionals**  
**Regional Leadership Conference**  
**Request for Proposal**

**Introduction**

The Association of Leadership Professionals (ALP) is pursuing a strategy of regional conferences for leadership professionals in order to diversify its program offerings beyond a national conference. ALP recognizes that education and networking are two of the most requested needs of our constituency. For that reason, these conferences will generate many of the same benefits of the national conference and prove more affordable and accessible to members. The conferences are recommended to run one day, with a preferred, but optional reception the evening before. They are designed to be held in collaboration with strong local partners, including one or more local leadership programs and others; such as universities, companies, or other organizations. Below is an outline of how conference responsibilities will be shared among ALP and other partners.

If your program is interested in hosting a conference, please submit a written proposal to the following address:

Ms. Lura Hammond  
ALP Program Manager  
624 West University Drive  
Suite B289  
Denton, TX 76201

For questions, contact Ms. Hammond at 214-587-4538 or email to: [info@alp-leaders.net](mailto:info@alp-leaders.net)

All submissions will be reviewed and you will be notified by a member of the committee for Regional Conferences. Your proposal should address each of the sections and the associated key evaluation points.

**Advancing the Effectiveness of Leadership Professionals**  
**Association of Leadership Professionals**  
**1622 W. University Drive, B212 Denton, TX 76201**  
**[www.alp-leaders.net](http://www.alp-leaders.net)**

## Recommended Guidelines

### Venue(s)

ALP will rely on the host program's local contacts and relationships in determining a venue or venues. The venue should readily accommodate an audience of 75-100 for both general sessions and breakout workshops. For the reception the evening before, a unique or interesting venue is recommended, such as a point of civic pride and/or of cultural interest. It may be helpful to involve a local leadership alumni association, Chamber, or other group to co-host the reception. For the conference itself, a local university, corporate training center, or similar facilities may provide suitable space.

**Key Evaluation Points:** Quality of Venue, Financial Risk, Local Program Support, Networking Opportunities

1. Provide description of venue.
2. Identify any partners and their financial commitment supporting the choice of venue.
3. Provide the number of potential leadership programs expected to participate and a basis for supporting the 75-100 attendee expectation.
4. Describe how this venue or venues provide unique networking opportunities for attendees.

### Planning

ALP will designate a board or staff representative to manage their role in the conference. A pair of co-chairs from the host community is recommended to serve as point person(s) for local efforts related to the conference. ALP will provide planning templates and checklists for managing the event from the time a date is selected to the time of the event itself. The planning committee should be prepared to meet at least monthly via teleconference and more frequently nearer the conference start date. ALP will provide access to a teleconference number that all can use. Include a proposed date(s) for the conference.

**Key Evaluation Points:** Schedule, Committee Strength, Commitment

1. Provide the month and year currently being planned for the conference.
2. Describe key members of your planning committee. Clearly identify if different programs, organizations, companies, etc. are part of your committee. This is a regional conference and considerations should be made to include representatives from surrounding states.
3. Provide information, such as letters of agreement, indicating level of commitment.

### Content

ALP and the local host committee will both draw upon their contacts to generate a slate of top-notch learning experiences for the conference. In many cases, attendees may serve as presenters to their peers. The intended audience is program directors, staffers, board members, and key volunteers of leadership programs. With that in mind, the content should focus on strengthening the work of leadership programs.

**Key Evaluation Points:** Regional Interests, Keynote Speakers, Local Presenters

1. Identify any specific and/or unique leadership interests to be addressed.
2. Identify potential keynotes from the local area that are being considered and statement addressing level of commitment.
3. Provide a basis for being able to provide adequate presenters from the region.

## **Marketing, Communication and Registration**

ALP will host the web presence for the conference on its website. This will include online registration, and information on agenda and events. Partners in the conference are expected to link to the website via their home pages. ALP can also distribute mass e-mails to prospective attendees. The local hosts are requested to help grow and verify ALP's distribution list to maximize prospective attendance.

**Key Evaluation Points:** Distribution Lists, Communication Methods, Committed Attendees

1. Describe any marketing and communication alternatives that can be added to the ALP support.
2. Provide information supporting the estimated number of attendees.

## **Finance**

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

**Key Evaluation Points:** Sponsor and Host Commitments, Low-Risk Venue, Food and Beverage Contracts, Profit Sharing Agreement

1. Identify any potential sponsors and expected level of commitments. Confirmed sponsors will result in a higher evaluation.
2. Identify commitments to be provided by the host program.
3. Provide a description of any financial commitments or risks associated with the venue(s) and food & beverage.
4. Describe a profit sharing agreement between host and ALP.

## **Logistics**

Logistics will be handled by local and ALP resources available and best suited to carry off the conference efficiently and effectively. ALP can handle many logistics, but will also rely on the host committee to provide people power for staging the event and handling a number of logistical and administrative aspects of the conference. These will be determined as part of the work plan for the conference.

**Key Evaluation Points:** Committee Strength, Volunteers

1. Provide basis for strength of committee members to hold a successful conference.
2. Provide basis for ensuring adequate volunteer support will be available.

## **Additional Information**

Provide any additional information that supports selecting your proposal for a regional conference.