



PRE-SUBMITTAL CONFERENCE

QUESTIONS AND ANSWERS

Carolinas Parking and Mobility Association

Request for Qualifications – Conference/Event Manager
RFQ #: 2021-11-029



REQUEST FOR QUALIFICATIONS FOR EVENT MANAGEMENT SERVICES
RFQ 2021-11-29

ANSWERS TO QUESTIONS

| Question | Answer |
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| <p>You previously had another planner in a contract position. What is the reason behind the RFQ, or what would've given them a perfect score as a planner that they may have or have not done?</p> | <p>Our previous planner's contract had expired, it's common business practice to issue a new RFQ or solicitation after a certain number of years. We look at performance as a planner and also as a partner, we can look at incentives and proposals.</p> |
| <p>This is a great resource before submitting proposals. 1) at looking at fees, do they stay the same year after year? 2) Do you typically have revenue goals with the meeting every year? Goals for sponsor dollars?</p> | <p>The rates are reviewed annually by the board. Traditionally, we were at the low end of conferences, and after a survey from attendees and exhibitors and sponsors. We try to benchmark and add value for local members that may not be able to afford international meetings. We can put revenue goals on the website, we are evaluating in this post-COVID world in January.</p> |
| <p>In reference to the trade show, do you do a full show, or a table top show? Was this a commission based sales?</p> | <p>It is a full trade show. We usually have 10x10 booths. Some vendors do not bring the full exhibits. We average 35-40 vendors per conference. IN sales and incentives, we do have revenue targets or goals. We do reward planners if they exceed those goals, mutually agreed upon before the work is done.</p> |
| <p>The hotel contract, I understand the next 2 years have been negotiated and signed. Does the board typically take care of that, or is the planner involved?</p> | <p>We use Stacy Wood with Helms Briscoe to scout conference/hotel venues on behalf of CPMA. The conference usually alternates between North and South Carolina. Helms Briscoe collects data</p> |

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| | and collaborates with our event planner to create optimal meeting outcomes. We rely on the expertise of our planner, who is the intermediary between the Board of Directors and the hotels. |
| From the marketing side, can you elaborate a little more on the use of your conference app? Have you identified an app vendor? | In the past, CPMA has not used a conference app. The Board will work with the chosen event planner to investigate and adopt a conference app for future events. |
| Relating to the other event opportunities mentioned in the RFQ, how many events are we talking in total? The number, the work load, and the expectations? | In the past, CPMA strives to have approximately 4-5 events each year (i.e., 1 annual conference, 2 mid-year educational events, one in both North and South Carolina, and the annual Board of Directors retreat. Also, CPMA holds a monthly board meeting via Zoom. We have also held a virtual town hall on Cybersecurity. Future virtual events can be explored with the meeting planner. |
| What platform is your website hosted on? Is it a board member currently updating it? | Hosted through MemberClicks, updated by a board member. The Board will pay for training. Payments, newsletters, all sent through MemberClicks. |
| Social Media Platforms | The Board of Directors desires to significantly enhance CPMA's social media presence to include Facebook, Instagram, LinkedIn, and other relevant platforms. The chosen event planner will provide guidance to the Board in this regard. |