

## **FOCUS AREA SIX: Event Planning Consultant**

*Added 11/21. Currently accepting proposals from individuals and organizations.*

### **Goals for the CityTutor DC High Impact Tutoring Summit**

CityTutor DC is a coalition of 90+ schools, tutoring providers, colleges/universities, and community-based organizations to expand the scope and impact of quality tutoring opportunities for DC's students.

CTDC, at the Office of the State Superintendent's (OSSE) request, will convene 100-150 tutoring providers, school teams, and local leaders that have invested in and implemented high impact tutoring across the city to celebrate accomplishments, highlight best practices, share lessons learned, and plan for sustainability.

### **Characteristics of CityTutor DC Event Planning Consultants**

Deeply experienced individuals and organizations in event planning and logistics will support CTDC with managing site and vendor coordination and general event operations management for the CTDC HIT Summit in March 2024. The project is to be conducted by CityTutor DC (CTDC) in collaboration with relevant stakeholders.

Event Planning Consultants selected will have the expertise and time to support the CityTutor DC team locally and in-person to facilitate key aspects of the Statement of Work. Applicants can apply to as an individual to support Option A: Individual Event Planning Consultant **or** as an organization to support Option B: Full-Service Venue. Both options will support CTDC's hosting of the HIT Summit.

#### *Option A: Individual Event Planning Consultant*

- Individual event planning consultants will act as the preparation consultant and on-site event lead to coordinate all day-of logistics as well as project management tasks related to vendor relations (including and not limited to caterers, photographer, videographer, printers, AV/tech, etc.), site operations, marketing suggestions, and attendee communications.
- Individuals must be local to Washington, DC and be available for in-person tasks during the entirety of this service agreement.

#### *Option B: Full-Service Venue*

- Organizations who operate venues in Washington, DC that provide event planning services or provide their own vendors (including and not limited to caterers, photographer, videographer, printers, AV/tech, etc.) will act as the on-site event lead to coordinate all day-of logistics.
- Applying full-service venues must have capacity for 100-150 attendants, with additional space for three to eight break-out sessions. Venues must also have space availability during the week of March 11 and/or 18.

All work will occur between January 2024 and March 2024 as described in the Statement of Work below for this focus area.

**Required Experience:** Event planning consultants may apply as an individual to Option A or as an organization to Option B. These individuals and organizations must have the the following experience, described in their proposal narrative and on supported by their resume:

- At least five years of experience in event planning such as conferences, meetings, and/or fundraising events (experience with events hosting 100+ people is a plus)
- Experience organizing events on behalf of organizations and representing their interests to vendors and/or proven experience in corporate event planning and execution
- Experience organizing events in Washington, DC with preference for experience in the nonprofit sector and events with strict budgets
- Strong detail orientation and organizational skills, anticipating the needs of the host organization
- A strong commitment to racial and educational equity, demonstrated in part by experience and/or knowledge of the DC Public Education System and/or DC-based education nonprofits

### **CityTutor Event Planning Consultants: Instructions for Proposals**

Proposals and associated documents should be submitted in PDF form by email to [citytutordc@citybridge.org](mailto:citytutordc@citybridge.org):

1. **Proposal Narrative:** The proposal narrative should show why the Service Provider is interested in being involved with the High-Impact Tutoring Summit, and should be responsive to each aspect of the Statement of Work and should not exceed two pages overall. The prospective Service Provider's ability to meet each aspect of the statement of work will be evaluated. In your proposal narrative, please specify which work area option you are applying to.
2. **Budget:** Please attach a detailed spreadsheet for your budget using the guidance in this section. Describe how you plan to use the funds to execute the Statement of Work.
  - For individuals, the budget proposal should include the hourly rate and number of hours expected to complete the statement of work.
  - For organizations, the budget proposal should include an itemized list of services and the costs associated to complete the statement of work.
  - The price of services will be evaluated against past payments for similar work in Washington, DC. Proposals will be assessed holistically on all components of the Statement of Work, reasonableness of price, and in alignment with the equity principles and vision for this focus area.
3. **Supplemental documents:** In addition to the proposal and budget, individuals/organizations should submit the following documents as the management capacity of the organization will be evaluated:
  - Resume (only required for applicants applying as individuals)
  - Relevant sample collateral such as event materials or videos demonstrating required experience

## Statement of Work for Event Planning Consultants

**Event Planning Consultants will support the program management and operations for the 2025 HIT Summit** as described below and organized into a table of deliverables:

| Month                         | CityTutor DC                                                                                                                                                                                                                                                                                                | LINK Strategic Partners                                                                                                                                                                                                                                                      |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Key Milestones                | <ul style="list-style-type: none"> <li>Identify event team &amp; roles</li> <li>Host kick-off call</li> <li>Identify date &amp; time</li> <li>Identify location</li> <li>Set summit goals, themes, and topic</li> </ul>                                                                                     | <ul style="list-style-type: none"> <li>Send event invites</li> <li>Book all vendors</li> <li>Finalize agenda and schedule</li> <li>Host event run-through</li> <li>Host event debrief</li> </ul>                                                                             |
| Project Management & Planning | <ul style="list-style-type: none"> <li>Draft Asana plan</li> <li>Create slack channel</li> <li>Create summit planning folder</li> <li>Identify audience</li> <li>Develop metrics for summit evaluation</li> </ul>                                                                                           | <ul style="list-style-type: none"> <li>Plan meetings leading up to event</li> <li>Research site vendors</li> </ul>                                                                                                                                                           |
| Program & Content             | <ul style="list-style-type: none"> <li>Brainstorm and create trackers for potential speakers</li> <li>Draft summaries for all sessions</li> <li>Develop key takeaways for each session</li> <li>Conduct speaker outreach</li> <li>Complete session names and summaries</li> <li>Session outlines</li> </ul> | <ul style="list-style-type: none"> <li>Gather big four speaker bios</li> <li>Order speaker gifts</li> <li>Schedule intro calls</li> <li>Send details to speakers</li> <li>Complete run-through calls</li> <li>Send event reminders with logistics to all speakers</li> </ul> |
| Site & Logistics              | <ul style="list-style-type: none"> <li>Create a budget tracking system</li> <li>Recruit staff to staff event</li> </ul>                                                                                                                                                                                     | <ul style="list-style-type: none"> <li>Create invoice storing system</li> <li>Draft run of show</li> <li>Finalize run of show</li> <li>Share logistics with team</li> </ul>                                                                                                  |
| Vendor Management             | <ul style="list-style-type: none"> <li>Site</li> <li>Catering</li> <li>On-site Venue A/V</li> </ul>                                                                                                                                                                                                         | <ul style="list-style-type: none"> <li>Photographer</li> <li>Videographer</li> </ul>                                                                                                                                                                                         |
| Comms & Outreach              | <ul style="list-style-type: none"> <li>Build out outreach and invite strategy</li> <li>Develop list of key stakeholders</li> <li>Finalize invite list</li> <li>Develop post-event survey</li> </ul>                                                                                                         | <ul style="list-style-type: none"> <li>Draft Save the Date</li> <li>Draft event reminder</li> <li>Draft follow-up emails (thank you and ICYMI)</li> <li>Send event reminders</li> </ul>                                                                                      |

|                      |                                                                                                                                      |                                                                                                                                                                                                                                                                                 |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                      | <ul style="list-style-type: none"> <li>• Event details for website</li> <li>• Communication with OSSE</li> </ul>                     |                                                                                                                                                                                                                                                                                 |
| Printed Materials    | <ul style="list-style-type: none"> <li>• Create list of necessary materials</li> <li>• Draft and design printer materials</li> </ul> | <ul style="list-style-type: none"> <li>• Review and finalize materials</li> <li>• Send materials to OSSE</li> <li>• Order printer materials</li> </ul>                                                                                                                          |
| Day Before Logistics | <ul style="list-style-type: none"> <li>• Write speaker thank you notes</li> </ul>                                                    | <ul style="list-style-type: none"> <li>• Assemble nametags</li> <li>• Assemble attendee folders</li> <li>• Assemble summit team folders</li> <li>• Assemble vendor folders</li> <li>• Assemble speaker and attendee gifts</li> <li>• Collect all necessary materials</li> </ul> |
| Day of Logistics     |                                                                                                                                      | <ul style="list-style-type: none"> <li>• Host venue walk</li> <li>• Venue set-up</li> <li>• Finalize attendee headcount</li> </ul>                                                                                                                                              |
| Post-Event Debrief   | <ul style="list-style-type: none"> <li>• Evaluate event-based metrics</li> <li>• Host debrief call</li> </ul>                        |                                                                                                                                                                                                                                                                                 |