



MPI Texas Hill Country Chapter (MPI THCC) Brand Development Request for Proposal

About MPI THCC:

With over 35 years of experience in career development education, MPI THCC continues to be the educational resource for meeting professionals in the Texas Hill Country. It has been our goal to build a rich global meeting industry. We continue to assist our members to be successful by connecting them to knowledge and ideas, offering opportunities to enhance their relationships and stay current with trends in today's marketplace.

Our membership is comprised of event and meeting professionals from students to senior level planners, servicing the corporate, association, government, and meeting management markets. We have supplier professionals that provide services to the entire meetings industry from hotels, special event venues, restaurants, destination management companies, transportation services and everything in between. MPI THCC achieved global recognition of excellence as the 2017 RISE Award recipient for Industry Advocacy for our leadership and collaboration with 12 industry chapters for the 2016 Global Meetings Industry Day (GMID) at the TX State Capitol.

Project Overview:

MPI THCC seeks to identify the chapter's brand positioning and strategy; reach and engage new members and audiences through electronic marketing and select tradeshow environments; increase member engagement through unique experiences; and drive the amount of member volunteers to build the succession pipeline.

Requirements and Qualifications:

MPI THCC requires a marketing firm with demonstrated experience in the following:

- Working with corporate image marketing, business marketing and business-to-business marketing.
- Evaluating and defining brands;
- Defining, profiling and targeting a brand's audience;
- Launching effective brand campaigns;
- Planning, designing and executing high-impact digital marketing strategies.
- Experience in association marketing is preferred, but not required.

Budget:

The budget shall not exceed \$22,000.

Scope of Services:

The successful bidder, performing the following services at the rates specified in the budget submitted as part of the proposal, will:

Task #1 - Perform research that will identify MPI THCC's position in the marketplace for meetings and events professionals.

Task #2 - Develop branding and messaging for the chapter that is consistent with the MPI Global requirements.

Task #3 – Strategic Brand Implementation. Analyze all research to recommend the best strategies per marketing channel, suggest campaigns or creative executions, RFP process, event marketing strategies, sponsorship packages, volunteer recruitment strategies, e-mail campaigns for new member solicitation and retention.

Provide website content recommendations for all chapter webpages, including up to two event-specific websites, within MPI Global requirements.

Create an overall marketing calendar that also includes a content calendar.

Provide tracking and measurement recommendations.

Task #4 – Final Report and Presentation. Analysis of full scope of work, including but not limited to, chapter position in the marketing, analysis of current membership and events, recommended campaigns, marketing content, member acquisition and engagement strategies, and future positioning of the chapter.

Evaluation of Final Proposals:

Consulting firm, or teams, that submit proposals will be evaluated for further consideration on the basis of the following criteria. The content of the proposals must provide sufficient detail to enable the review committee to evaluate proposals on the basis of the criteria listed below.

Qualifications. Consulting firms, or teams, will be evaluated on the basis of experience in performing similar projects. References will be used to assist in this evaluation.

Understanding of project. Consulting firms, or teams, will be evaluated on the basis of how well the consultant communicates an understanding of the marketing and branding project outlined in this RFP.

Approach to project. Proposals will be evaluated on how the proposed project meets the objectives of the chapter and local community it represents.

Quality of work. Proposals will be judged on the apparent quality of the work performed in similar situations. References will be used to determine the consultants' ability to deliver the results expected.

Personnel. Proposals will be evaluated on the personnel assigned to the project. Specific attention will be placed on personnel who have similar project experience and qualifications to perform the tasks outlined in the RFP.

Timeframe. Proposals will be evaluated based on the timeframe proposed to complete the analysis of the chapter.

Value. Proposals will be evaluated on the basis of the approach that will position the MPI THCC to obtain results and achieve the most success within the framework identified in the proposal.

Cost. Proposals will be evaluated on the cost estimate provided in relation to the scope of services outlined.

Timeline:

Deadline for Submittal of Proposals	September 16, 2019
Live 30 Min. Presentation to THCC Executive Committee	October 16, 2019 (In Austin, TX)
Decision Date	November 1, 2019

Submission Instructions:

Please send all responses in electronic format to MPI THCC Office of the President.

Marcia Williams, CMP, CMM
president@mpithcc.org
President

Meaghan Rhame, CMP
president-elect@mpithcc.org
President Elect

Donna Musselman, CMP
past-president@mpithcc.org
Immediate Past President