

**REQUEST FOR PROPOSALS**  
**for**  
**PROFESSIONAL CONFERENCE SPEAKERS**

**2012 VIRGINIA SHRM STATE CONFERENCE**  
**The HOMESTEAD**  
**Hot Springs, Virginia**  
[www.shrmva.org](http://www.shrmva.org)

**April 23 – April 25, 2012**

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## I. PURPOSE

The purpose of this Request for Proposals (RFP) is to solicit proposals for *professional* Conference Speakers for the upcoming Virginia Society for Human Resource Management (SHRM) State Conference, sponsored by the Virginia Society of Human Resource Management State Council. Conference Speakers must be willing to provide their services *pro bono publico* for the good of the Human Resources Management profession and in support of the goals and objectives of the Conference.

## II. BACKGROUND

Virginia SHRM State Council expects Conference attendance of 600 attendees, the majority of whom will include, but not be limited to senior "HR" professionals, supervisors, managers, and directors currently practicing in the Human Resources field. Potential Conference Speakers may expect a wide range of exposure before conference attendees and/or their peers.

Conference subjects to be covered include, but will not be limited to Workshops, Compensation and Benefits, Performance Management, Recruitment and Retention, Legal, OSHA, "Techie" courses, Diversity, Entry Level HR "nuts and bolts", "Master" Series in HR, International HR, HR for the Public sector, HR for the Education sector, Career Management, Training and Professional Development, and Strategic Management.

The Conference will be held at The Homestead. The atmosphere will be of one fun and learning in a business causal environment, while providing numerous opportunities for professional development and networking.

## III. GENERAL INFORMATION

1. Address questions about this RFP by email, no later than 4:00 p.m., January 31, 2011 to:

**Susan K. Craft, SPHR, GPHR**  
[speakers2012@shrmva.org](mailto:speakers2012@shrmva.org)

2. All qualified persons are encouraged to submit proposals. Virginia SHRM State Council does not discriminate against individuals because of race, color, religion, sex, age, disability, familial status, or national origin.
3. Conference sessions and workshops are available as follows. Offerors may submit proposals for any or all of the services requested, as a package or separately.
  - ⇒ **All Breakout sessions will be One hour in length (1.0)**
  - ⇒ **All Key Notes sessions will be One hour and fifteen minutes in length (1.25)**

Virginia SHRM State Council reserves the right to select proposals whom, in its sole discretion, meet the planned events and theme of the Conference as well as the criteria set forth within this RFP.

4. Written proposals are due by e-mail no later than **5:00 p.m., on February 15, 2011**  
**E Mail: speakers2012@shrmva.org**  
**Subject Line include "RFP for Professional Conference Speakers".**
5. Proposals submitted by the due date will become the property of Virginia SHRM State Council and will not be returned. Proposals received after the due date will not be considered. Proprietary or confidential information included in proposals to this RFP must be conspicuously stated in the proposals.

6. Proposals will not be opened publicly. However, all offerors who made proposals will be notified of the results of this solicitation.
7. Virginia SHRM State Council reserves the right to accept or reject any or all proposals or waive any informality in its selection of Conference Speakers. Offerors must give notice in writing to Susan Craft, SPHR, GPHR email [speakers2012@shrmva.org](mailto:speakers2012@shrmva.org) within two (2) business days after the closing date, when exercising their right to withdraw their proposal.

#### IV. GENERAL INSTRUCTIONS AND SELECTION PROCESS

The Virginia SHRM State Conference Program Committee will evaluate the proposals received and select the professional Conference Speakers it desires to participate in the Conference. The proposals shall be Responsive and Responsible. A proposal is considered "Responsive" if it conforms exactly to the requirements in this Request for Proposals. A proposal is "Responsible" if the offeror has the capability, in all respects to perform fully the contract requirements and the moral and business integrity and reliability which will assure good faith performance. Based on the selection criteria, the Virginia SHRM State Conference Program Committee will hold discussion/s with the best-qualified offerors and select the Conference Speakers who best meet the needs of the VIRGINIA SHRM STATE COUNCIL Conference Committee. Offers of selection of Conference Speakers shall be at the sole discretion of the Virginia SHRM State Conference Program Committee.

An offeror's proposal shall include a *written proposal stating your ability to meet each of the SELECTION CRITERIA listed below.* The proposals will be evaluated considering the following items listed in rank order of importance with corresponding potential points as shown below in addition to the basic requirements outlined above.

1. **40 POINTS** - Quality, availability, and adaptability of the services and related products offered in conjunction with VIRGINIA SHRM STATE COUNCIL's desired needs for the Virginia SHRM State Conference. The proposal topic must address the Body of Knowledge set forth by SHRM. Presenters may obtain additional information at [www.hrci.org](http://www.hrci.org)
2. **35 POINTS** - Quality of performance and services to previous and existing clients. Reputation and experience of the selected offeror.
3. **25 POINTS** - Capability of the selected offeror to perform the services desired by VIRGINIA SHRM STATE COUNCIL within a specific budget (*pro bono publico*) and time constraints and provide supportive and related administrative services to implement such services.

#### V. SELECTION CRITERIA

**Please answer/address the following criteria in writing in the same order as it appears below. Include in your proposal your full name, mailing address, phone number with area code, fax number, and email address.**

##### A. Evidence of Professional Qualifications and Credentials.

1. Relevant Education, Professional Certifications, Personal and Professional awards and/or commendations received personally or as a "key player" in the organization for specific project/s.

**B. Professional References.**

1. Names, addresses, telephone numbers of three (3) references, specifying the context in which the references know you.

**C. Title of Workshop.**

1. VIRGINIA SHRM STATE COUNCIL reserves the right to suggest changes in the proposed session/s and to edit the session title if your proposal is accepted.

**D. Presentation/Session/Workshop Description and Particulars.**

1. In fifty (50) words or less describe your proposed topic for your presentation. This description will appear in promotional materials, the Virginia SHRM State Conference program and/or related literature. VIRGINIA SHRM STATE COUNCIL reserves the right to revise the description for consistency and applicability.

2. State the Presentation/Session/Workshop Duration. Indicate the recommended/preferred amount of time that should be dedicated to this subject.

⇒ **All Breakout sessions will be One hour in length (1.0)**

⇒ **All Key Notes sessions will be One hour and fifteen minutes in length (1.25)**

3. Indicate the appropriate program track for your presentation.(your presentation can cover multiple levels) Please choose at least one from each column.

Entry Level HR professionals	Strategic Management
Middle Level HR professionals	Workforce Planning and Employment
Senior Level HR professionals	Human Resource Development
Global	Total Rewards
	Employment and Labor Relations
	Risk Management

4. Learning Objectives.

- a. What are the participant learning objectives for your presentation? The objectives should specifically indicate the results and outcomes you seek in terms of participants' knowledge, skills, and behavior.

- b. State in writing: *"By participating in this workshop, the participant will be able to...."*

5. Format.

- a. Lecture (Discourse given before an audience for instruction).

- b. Panel Presentation (Group of persons who share responsibilities of discourse before an audience).

- c. Group Discussions (Presenter and audience interact and discuss various points of a given topic).

- d. Other. Please specify.

- e. Will you provide handouts? Please describe.

- f. AV requirements

6. You must provide a link or video attachment (wav file) of you presenting demonstrating your style and ability. (preferred video will be related to proposal)

**E. Biographical Sketch of Speaker**

1. In fifty (50) words or less describe your background and expertise which qualifies you as an expert in your subject presentation within the context of the Virginia SHRM State Conference and the Human Resources profession. This description will

appear in promotional materials, the Virginia SHRM State Conference program and/or related Conference literature. VIRGINIA SHRM STATE COUNCIL reserves the right to revise the description for consistency and applicability.

2. Include your public speaking experience/s, listing similar presentations with particulars about when, where, size of audience, subject, etc.
3. Attach a resume' for further elaboration of you would like.

**F. Co-Presenter/s**

If co-presenter/s are being considered for your presentation, please provide the same information required in the Selection Criteria, Section V, for each presenter as well as their names, mailing address, phone number, fax number, and email address.

**VI. TIMELINES AND TERMS**

The selected Conference Speaker will be subject to the following provisions:

A. **Agreement to Perform Conference Speaking Services.** The dates, timelines, and terms of the Conference speaking engagement will be outlined and confirmed in writing by The Virginia SHRM State Conference Program Committee to selected offerors after proposals are selected.

The Timelines to be met are:

- |                          |   |
|--------------------------|---|
| <b>January 31, 2011</b>  | <b>Receive questions about the RFP until 5:00 p.m.</b>  |
| <b>February 4, 2011</b>  | <b>Distribute answers to questions by 5:00 p.m.</b>   |
| <b>February 15, 2011</b> | <b>Proposals due no later than 5:00 p.m.</b>  |
| <b>April 1, 2011</b>     | <b>Conference topics selected.</b>  |
| <b>April 15, 2011</b>    | <b>Conference presenter (names, titles) finalized and offer to selected offerors distributed.</b> |
| <b>May 15, 2011</b>      | <b>Conference titles and descriptions finalized.</b>  |

B. **Indemnification and Insurance.** The selected offeror will indemnify and agree to hold VIRGINIA SHRM STATE COUNCIL harmless from any liability, which may be imposed against VIRGINIA SHRM STATE COUNCIL by reason of its acts or omissions.

C. **Non-solicitation clause.** Marketing and sales to attendees may only be conducted in the Vendor Exhibition area if the Conference Speaker has also contracted to procure a booth. If you are interested in procuring a Vendor's Booth, please visit our website at [www.VirginiaSHRMStateCouncil.org](http://www.VirginiaSHRMStateCouncil.org) Va. SHRM reserves the right to cancel the engagement with the speaker at any time with or without cause and with or without notice, and in the event of any such cancellation, Va. SHRM shall have no liability to the speaker as a result of the cancellation. opportunities for sponsorships are also available.

D. **Discrimination prohibited.** The selected offeror will not discriminate against any employee or applicant for employment because of race, religion, color, sex, age, disability or national origin, unless required as a bona fide occupational qualification reasonably necessary to the normal operations of the selected offeror.

***Virginia SHRM State Council reserves the right to cancel the engagement with the speaker at any time with or without cause and with or without notice, and in the event of any such cancellation, Virginia SHRM State Council shall have no liability to the speaker as a result of the cancellation.***