



**Request for Proposal
Professional Photography/Videography Services
2016 NAAHR National Conference**

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Organization Overview:

The National Association of African Americans in Human Resources (NAAHR), a not-for-profit organization, established in Maryland in September, 1998, which exists to provide a national forum where Black and African American human resources practitioners and those who are aligned with our goals can share, gain information and provide leadership on issues affecting their individual careers and the global workforce.

Summary:

NAAHR hereby issues this Request for Proposals (RFP) in order to solicit proposals from individuals, firms, and teams (referred to further herein also as “respondent”) with experience in photography/videography during the 2016 NAAHR National Conference, September 29 through October 2, 2016 located in Atlanta, GA. Our organization needs to capture photos and videos of activities, events, and concurrent sessions to include candid and posed pictures. For these services, coverage is needed for the following dates/times (subject to change):

1. Thursday, September 29, 2016 (8:00am – 10:00pm)
2. Friday, September 30, 2016 (6:00am – 12:00am)
3. Saturday, October 1, 2016 (6:00am – 12:00am)
4. Sunday, October 2, 2016 (8:00am – 9:30am)

Scope of Work:

The following scope of work should be taken into consideration in all respondent submissions:

1. Project Management
 - Provide consulting services in preparation for the conference event
 - Provide quality control for all development work and deliverables
 - Ensure that project stays on schedule and within scope and budget
 - Provide status reports on all activities
2. Production and Direction
 - Recommend locations and schedules to ensure necessary images are captured in the confines of conference schedule/agenda
 - Scout and secure necessary on site locations for still photos to be captured
 - Provide all required personnel and equipment to conduct all videography/photography work
3. Post-Production
 - Provide post-production services to edit raw images and video into the finished product
 - Deliver finished product in desired format(s) including, but not limited to jpg, gif and png formats
 - Final products may be used in promotional items, on the NAAHR National or Chapter Websites, and for internal materials
 - NAAHR will retain 100% ownership of all images resulting from this project, respondent may request prior approval for continued use of images for portfolio use only

RFP Schedule:

Milestone	Details	Date
Distribution	Requests for Proposals (referred to further herein also as “solicitation”) will be forwarded to respondents and firms who have indicated an interest in participating in this project or who have displayed evidence of expertise in photo/video creation and production.	July 18, 2016
Questions and Inquiries	Questions and inquiries must be submitted on or before this date. Please use the submit questions via email to email address, conference@naaahr.org, using the subject line: Conference Photography/Videography proposal inquiry	August 31, 2016
Question Responses	NAAHR will respond to all questions and inquiries submitted on or before this date.	September 2, 2016
Submittals due	Responses to this request must be received at the following email address no later than 5:00 PM Central time: conference@naaahr.org, using the subject line: Conference Photography/Videography proposal submission	September 7, 2016

General Instructions:

1. **Questions** - Questions regarding this solicitation should be submitted following the above listed instructions.
2. **Responses to RFP** - All responses to this solicitation become the property of NAAHR upon receipt and will not be returned to the respondent. Selection or rejection will not affect this right. NAAHR shall have the right to use any or all of the ideas or adaptations of the ideas contained in any response received, excluding case study materials or other reference materials prepared for clients of respondent. Any confidential/proprietary information submitted in response to this request shall be readily identified, clearly marked and separated from the rest of the response. Co-mingling of confidential/proprietary and other information is not acceptable. Submittals will be handled in accordance with applicable federal and state public records laws and procurement regulations. Neither cost information nor the total response will be considered confidential/proprietary.

Required Elements in Response/Response Format:

Respondents replying to this solicitation shall provide the following information in their proposals in the order listed below. Only complete submittals will be evaluated.

1. **Letter of Interest** - Respondents should submit a letter of interest for the project. The letter must contain, at a minimum, the following information:
 - a. Statement of interest referencing photography/videography services.
 - b. Certification that the information and data submitted is true and complete to the best knowledge of the individual signing the letter.
 - c. Respondent's name, address, telephone number, fax number and e-mail address of the individual to contact regarding the submittal.
 - d. An authorized principal or partner of a firm shall sign the letter.
2. **Qualifications/Experience** - Respondents shall describe projects and experience of the past three years relevant to the draft scope of services described in the above summary. Having relationships and understandings of process in working with magazines and webmasters to submit for publications is an advantage. Respondents should place particular emphasis on projects for which key staff to be assigned to this project have either been primarily responsible or have performed substantial work
3. **References** - Respondents shall submit names, addresses, and phone numbers of references familiar with the Respondent's ability, experience, and reliability in the performance and management of projects of a similar nature.
4. **Cost Information** - Respondents shall provide a listing of the hourly billing rates for each job classification and job title they would expect to deploy on this project, including any supporting personnel. Respondents shall also include a breakout of general operating expenses, the costs associated with any materials or services that may be required, or any other miscellaneous costs that are anticipated in the course of performing the tasks outlined below. Overhead costs, including, without limitation, faxing, cellular phone air time, and computer processing time, must be borne exclusively by the selected respondent(s) as a cost of doing business. Please indicate if reduced rate is offered for nonprofit organizations.
5. **Samples of prior work** – Respondents shall provide samples of prior work in the form of attached samples to submission or links to prior completed work.
6. **Final Delivery Schedule** – Respondents shall provide a schedule for final work delivery based on required post-production work.

Selection Process:

The NAAHR proposal review team will review all responses to this solicitation received no later than 5:00 pm Central time on or before August 12, 2016. After the review of responses, oral interviews of the most qualified respondent(s) may be conducted at the discretion of the review team. If needed, the proposal review team will recommend a respondent to the Conference Chair on or before August 26, 2016. Upon approval, the selected respondent(s) will be notified furthermore and negotiations for a contract to provide services will commence.

Evaluation Criteria:

Evaluations of proposals will be based on the following criteria:

1. **Experience and Capability** - Respondents will be evaluated with respect to the experience of the respondent(s) and personnel assigned to the project both in terms of past efforts in this type of work and the quality and level of commitment to this project. Of prime concern will be the capabilities and accomplishments of the individuals to be assigned to this particular project.
2. **Management Qualifications** - Qualifications of the respondent in terms of their ability, experience, and reliability in performing and managing work within a schedule and budget will be included in the evaluation process.
3. **Cost Information** – Likely project cost, determined from the standard service fee break out provided by the respondent, will be considered in the selection; however, it will not be the only determining factor. Specific attention will be given to the commitment implied for key staff and the overall labor effort proposed, and their relationship to the estimated project cost.
4. **References** – Information provided by respondent's references addressing the knowledge, skills, abilities and performance of the respondent to complete the work outlined below will be included in the staff evaluation of the response.
5. **Other** – Other factors that may be determined by NAAHR to be necessary or appropriate in its discretion.

Special Conditions:

1. **Rejection Rights** - All respondents are notified that the execution of a contract pursuant to this solicitation is dependent upon approval by NAAHR. NAAHR reserves the right to reject all responses and re-solicit if deemed to be in its best interests, and to abandon the project and this RFP at any time for any or no reason. Selection of a respondent or respondents is also conditioned on the negotiation of an acceptable contract.
2. **Reservation of Rights** - This is a solicitation and not an offer to contract. The provisions in this solicitation and any procurement or purchasing policies or procedures of NAAHR are solely for the fiscal responsibility of NAAHR and confer no rights, duties, or entitlements to any party submitting responses to this solicitation. NAAHR reserves the right to issue clarifications and other directives concerning this solicitation, to make and issue modifications to the solicitation schedule; to require clarification or further information with respect to any response or proposal received; to waive any informalities or irregularities; and to determine the final scope and terms of any contract, and whether to enter any contract. The provisions herein confer no rights, duties or entitlements to any respondent.
3. **Costs of Response Preparation and Other Charges** - Respondents are solely responsible for all costs of preparing their proposals and participation in this solicitation and NAAHR assumes no responsibility for payment of any expenses incurred by a respondent as part of this process. For the selected firm, no reimbursement will be made by NAAHR for any costs incurred prior to full execution of a contract and issuance of written notice by NAAHR to commence project services.

4. **Federal and State Requirements** - The selected respondent shall be responsible, at all times during the execution of the project, for strictly adhering to and complying with all applicable federal and state laws and regulations.