



PMI South Florida Chapter

RFP Graphic Design Services

September 14

2009

The following RFP is written with the purpose to expose the terms and conditions, and rules of business that will apply to the graphic design assistance requested for the PMI SFL PDD 2010.

Professional
Development
Days 2010
Graphic
Design

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I. PROPOSAL

Definitions

PMI SFL	Project Management Institute South Florida Chapter
Bidder	Any individual or business submitting a bid to the PMI SFL
Vendor	Consultant, agency or individual contracted for the proposal
PDDs	Professional Development Days

Introduction

The following RFP is written with the purpose of outlining the terms and conditions, and rules of business that will apply to the graphic design statement of work requested for the PMI SFL PDD 2010. The graphic design consultant will design the theme concept and graphic art to be used in several PDD materials for the seminar's promotion, advertising, web site and seminar itself. The proposal will be prepared and submitted by consultants directly to the PMI SFL Materials Lead.

It is expected that once this document is delivered to potential consultants, PMI SFL will allow a period of no more than 14 working days to receive formal and update service proposals that will satisfy and comply with the requirements established for the Project.

Background

PMI South Florida Chapter

Project Management Institute (PMI) is a **Not-for-Profit Professional Association** founded in 1969 by working project managers and currently is composed by 420,000 members and credential holders (with Project Management Professional -PMP- as the most recognized of those credentials). PMI's primary goal is to advance the practice, science and profession of project management throughout the world in a conscientious and proactive manner so that organizations everywhere will embrace, value and utilize project management and then attribute their successes to it.



We are only one of over 270 Chapters serving Project Management Institute (PMI) members and communities in more than 70 countries around the world. These local communities help spread awareness of the Project Management profession and PMI by reaching out to local governments and organizations, hosting events or seminars for local practitioners and providing opportunities to learn, network and earn Professional Development Units (PDUs) toward maintaining credentials.

[Professional Development Days - PDD 2010](#)

Every year the PMI SFL holds a professional development event to provide project management practitioners with the opportunity to acquire/refine their knowledge and skills by attending sessions delivered by recognized speakers in our industry and network with project management colleagues.

[Proposal](#)

The PMI SFL is accepting proposals from graphic designers and marketing agencies to develop graphical designs to be used in event marketing materials to include a banner and theme concept to be used by PMI PDD Project Team members for brochures, flyers, booklets, banners and emails for promotion of the event.

PMI SFL is seeking an agency that will bring full graphic design assistance to embrace the Seminar's core theme: **"Think Outside the Project:"** with additional catch phrases **"Innovate, Integrate, Initiate"** and **"Innovate, Collaborate, Motivate"**.

The PMI SFL will provide the agency with past seminar content as reference materials only. The PMI SFL will review all the information to ensure accuracy including but not limited to target audiences, tone and message. The information and content will be given to the vendor in doc or pdf formats, or any other editing working format agreed between both parties. The vendor will need to use a format which will allow PMI SFL staff to use in multiple media to include but limited to print, web-based, and email.

Pricing should exclude printing of all documents.



II. REQUIREMENTS

Deliverables

- A. Graphical banner that can be resized for both print and web in its original format, preferably Photoshop (6.0 or above) as well as JPEG and TIFF.
- B. Flyer design that is editable in its original format, preferably Photoshop (6.0 or above) and Publisher or Word.
- C. A Seminar Booklet design that is editable that will include the design for a Cover Page framing for inside pages in its original format preferably Photoshop (6.0 or above) and Publisher or Word.

General Requirements

- D. Bidder(s) must bid on all of the graphic designs which are the subject of this RFP. The PMI SFL reserves the right to award the bid to the contractor that is in the PMI SFL's best interest.
- E. PMI SFL reserves the right to reject any and all proposals received as a result of this RFP. If a proposal is selected, it will be the most advantageous regarding price, quality of service, the Vendor's qualifications and capabilities to provide the specified service, and other factors which PMI SFL may consider in the selection criteria process.
- F. The PMI SFL reserves the right to reject any or all bids, to waive or not waive informalities or irregularities in bids or bidding procedures, and to accept or further negotiate cost, terms, or conditions of any bid determined by the PMI SFL to be in the best interests of the PMI SFL even though not the lowest bid.
- G. In the event it becomes necessary to revise any part of the RFP, the entire proposal document with any amendments should be returned with addendum provided. Deadline for submission of the RFP's may be adjusted to allow for revisions. To be considered, the **original proposal and one copy** must be sent to the PMI SFL Seminar Materials Lead on or before the date and time specified.



- H. The envelopes including the **original proposal and one copy** will be labeled as:

**PMI South Florida Chapter
Professional Development Day 2010
“Think Outside the Project: Innovate, Integrate, Implement”**

- I. The envelopes including the **original proposal and one copy** will be sent to the following addressee and address:

**Hector A. Rodriguez-
PDD2010 Seminar’s Material Lead
PMI South Florida Chapter**

**250 NE 25th Street Apt 1409
Miami, FL, 33137**

- J. Proposals should be prepared simply and economically providing a straightforward, concise description of the vendor’s ability to meet the requirements of the RFP.
- K. Proposals must be structured in the following framework on computer type (8.5 x 11) pages, double-spaced, 12 point or larger. If proposals do not adhere to all specifications established, they may not be reviewed and may not be eligible for consideration for funding.

Technical Requirements

These core requirements will be part of the work to do once the business is awarded. More details and specific content will be discussed with the winner. Initially the purpose of the proposal must include the development of the promotion theme design based on the event theme of:

“Think Outside the Project:” with additional catch phrases **“Innovate, Integrate, Initiate”** and **“Innovate, Collaborate, Motivate”**.

Considering and embracing the Projects Management Institute’s purpose and mission. We invite all bidders to review the www.pmi.org and <http://www.southfloridapmi.org> to have a grasp of what this organization intends to project.



The following requirements will be developed and presented as a design proposal to the PDD 2010 team. The Vendor will provide the team with an initial design proposal for the theme, this theme design will be used for several other applications and materials, along with content and information related to the seminar (supplied by the PMI SFL) and must be editable by the PDD 2010 Team for the promotional material.

The theme design must go through an approval process, initial proposals will be made to the team, and if further changes are necessary, the Vendor will commit to adapt to new requests. Some of the details and promotion materials specifications and requirements include:



<u>Theme Design / Event Banner - and General Specifications</u>	Theme : Professional Development Days 2010 “Think Outside the Project:” with additional catch phrases “Innovate, Integrate, Initiate” and “Innovate, Collaborate, Motivate”. Figures/ Colors: Color need to be fresh, active, dynamic and representing thinking outside of the box concept. Banner: the Vendor will develop a banner design for the Event based on the theme stated above. The banner should embrace the thinking outside of the box concept. The banner should include Technical and Project Management related design. The Banner will be placed in many of the promo and event materials, including the website for the event, bags, and folders. The banner needs to be ready for printing in black & white and color design especially for bags and folders. The banner format should be prepared in Acrobat pdf, gif and jpg. Resolution: the banner and any design will be developed at minimum 300 dpi resolution or higher, the size for the materials will go from thumbnail on website to hanging poster of 70”x30”, so the quality of resolution needs to be excellent. Files: the files will be delivered to the PMI as Acrobat pdf, jpg, pub formats, with the ability to modify in Publisher and Photoshop programs. Any other format can be arrangement between PMI SFL and Vendor. Text and Font: The design of the font should be fresh and light in order to provide a comfortable and readable look of the graphics. It should be easily readable at small size such as a wallet sized Agenda.
<u>Flyer Design</u>	Flyers design for schools, dinners and promotion, on an 8 ½ x 11 page will be developed. The flyers will include again the banner and theme design. The



	theme design will allow PDD 2010 Team to edit the theme to add content. Additional content related to seminar will be provided by PMI SFL. Formats: pdf, jpg, pub
<u>Booklet Cover and Inside Framing Design</u>	The Booklet cover page, header, footer, framing will need to be developed. Booklet size will be page 8.5"x11". The theme design will allow PDD 2010 Team to edit so that content can be added to create a professional booklet.

Vendor Information

The proposal shall include the following information from the vendor:

- A. Program Abstract of the proposal, key elements over services provided in the past, implementation plans and organization capability.
- B. Need to complete the Attachment A information
- C. Review General Requirements and the Terms and Conditions sections and concur that these provisions will be met.
- D. Review the Contract Provisions and concur that these provisions will be met
- E. Provide a list of references of current customers, including names and phone numbers
- F. Provide a pricing structure and a Signature Page (Attachment B) completed and signed by an authorized official of the company.

III. Terms and Conditions

The PMI South Florida reserves the right to reject any and all proposals received as a result of this RFP. If a proposal is selected it will be the most advantageous regarding price, quality of service, qualifications and capabilities to provide the requested service. PMI SLF does not intend to award a Bid fully on the basis of any response made to the



proposal; the PMI SFL reserves the right to consider proposals for modifications at any time before a Bid would be awarded, and negotiations would be undertaken with that Vendor whose proposal is deemed to best meet the PMI SFL's specifications and needs.

Evaluation Criteria

- Proposal completeness, with requested functional documentation which demonstrates ability to provide requested services
- Previous work and experience presenting similar design and graphics materials
- Rates/pricing structure

Timeline

- RFP process Opens, applications made available 2 Weeks
 - October 25th-November 8th
- Deadline for Receipt of Proposals - 14 days after sending out.
 - November 8th
- Initial Round Selection Interviews – 1 weeks after
 - November 16th
- Final Round Presentation & Selections within 1 weeks
 - November 23rd
- Presentation to the PMI SFL PDD2010 Members
 - December 1st
- To be completed by December 1st 2009

Invoicing

Detailed reports will be required with submittal of invoices. Invoicing and schedule of payment will be negotiated with selected vendors

Contact Information

Any question can be discuss with contact Seminar Material Lead

Hector A. Rodriguez

phone: 305 5889665

email: hector.rodriguez@southfloridapmi.org



ATTACHMENT A VENDOR PROFILE

Please complete this information and attach to proposal

VENDOR NAME:

VENDOR ADDRESS:

TELEPHONE NUMBER:

CONTACT PERSON:

EMAIL ADDRESS:

SIGNATURE

CHECK ONE

Partnership _____

Federal Tax ID # Non Profit Corp. _____

Profit Corp. _____

Other _____

The above individual is authorized to sign on behalf of company submitting proposal.

Proposals must be signed by an official authorized to bind the provider to its provisions for at least a period of 90 days.

Business Information

YEARS IN BUSINESS: _____

BRIEF HISTORY OF BUSINESS:

(Please attach current financial statement)



ATTACHMENT B PRICING STRUCTURE

Please complete this information and attach to proposal

Price Per item

1. Development of banner (pdf)
2. Development of booklet design for Cover Page and Inside Framing
 - a. Cover
 - b. Odd
 - c. Even
3. Flyer design



PMI South Florida Chapter

ATTACHMENT C

Banner for PDD 2008



PMI South Florida Chapter - Professional Development Day 2008



PMI South Florida Chapter

Cover Design of seminar booklet used for PDD 2009



www.southfloridapmi.org

PROJECT MANAGEMENT INSTITUTE
SOUTH FLORIDA CHAPTER
PROFESSIONAL DEVELOPMENT DAY (PDD) 2009
May 1st, 2009

Making a Difference

Transforming

Leading

Adding Value

Sponsored by



KEYNOTE SPEAKERS →



Morning Keynote Speaker:
Vicki Hitzges

The 97% Success Guarantee

Researchers at the Carnegie Foundation devoted a great deal of time and money studying what makes people successful. Their findings have been translated into a laugh-provoking, motivational presentation. This high-energy keynote will give you tips that you can use immediately to attract and keep clients, build strong relationships in your office and strengthen relationships with friends and at home.

You'll learn specific rapport-building techniques you can use right away. You'll benefit personally and professionally from attending and both you and your organization will profit from what you will learn.

Afternoon Keynote Speaker:
Ron Black

Acrobatics for Overachievers

Get more done and get home sooner! Missed deadlines, churning priorities, and 50-hour weeks plague today's high-achievers. With this fresh approach, you'll master six powerful productivity principles and a novel control-point technique that obsoletes traditional time management.

Skillfully blending the essentials of time management, project management, and productivity with the latest research on multi-tasking, sleep, and other performance affecting choices, you'll transform the way you work forever.



Vicki Hitzges's high-voltage personality lights up the room. As an award-winning TV news anchor and talk show host, she learned to communicate. As a publicist for several of Dallas' best-known corporations and celebrities, she learned the art of business. Vicki uses that rich background to educate and entertain audiences around the globe. She has spoken from New England to New Zealand, bakes brownies so rich you can feel your aorta snap shut and loves to laugh. You'll enjoy her warm personality and vibrant, fun delivery. Plus, you'll leave with new skills you can use right away.



Ron Black helps business leaders and professionals thrive in an environment of accelerating complexity and explosive change. As the founder of nine businesses, a four-time turn-around executive, and a Fortune 500 marketing VP, Ron knows what it takes to lead organizations through growth, turbulence, and change. He's consulted to over 200 start-up businesses, authored two books on project management including the popular Complete Idiot's Guide to Project Management with Microsoft Project 2003, and created the train-your-team-over-pizza seminar on DVD, Acrobatics for Overachievers. He's spoken to over 1000 groups in 47 states, throughout Australia, Canada, and in Russia.

← SPEAKERS AND SESSIONS

The Process & Persona of Effective Leadership

Steve Hegele

← 9:45 to 10:45 and 2:30 to 3:45 →

It's been said that you "Lead people and Manage processes," you "Lead from the front and Manage from the back," and, "Leadership tends to be more emotional and management tends to be more intellectual." This may explain why so many project managers struggle with project leadership! The duality of leading and managing at the same time is an ongoing challenge for many people in all management positions, but it is especially challenging for project managers due to the fact that they are often asked to influence others without direct authority. In this presentation we will discuss critical dynamics to this important and frustrating situation such as when it is appropriate to take the time and effort necessary to build commitment and when compliance is all that is needed. This session will be presented in an interactive format and is appropriate for all levels of project management experience.

Team Building and Influencing Skills for Leaders

Frank Saladis, PMP

← 9:45 to 10:45 and 2:30 to 3:45 →

This presentation is designed to provide participants with an opportunity to examine and strengthen personal influencing skills, build more effective communication skills and develop plans to assist in forming a high performance team. The presentation is highly interactive and participative and is designed to increase awareness about how people are influenced, provide information about developing a stronger and more effective and authentic leadership style, and provide techniques that will help to coach, mentor, and develop team members who are mutually supportive and committed to common objectives. This session will be presented with a combination of lecture and interactive exercises and is appropriate for intermediate level of project management experience.



Steve Hegele

Steve Hegele is the founder and CEO of Hegele Academy, a company about transformation, change and execution of knowledge. When businesses, teams and individuals want to move from "good" to "great", they call Steve! He is well known for asking the kinds of questions that disrupt conventional thinking. Steve helps groups uncover the critical core issues that limit their performance. His clients will say that he is "painfully" honest and candid which makes him a rare asset to those seeking real feedback which leads to measurable improvement. His engaging and dynamic style invites listeners to make decisions that lead to increased energy, learning, collaboration and results. Hegele lives his business motto: Knowledge is important, execution is essential!



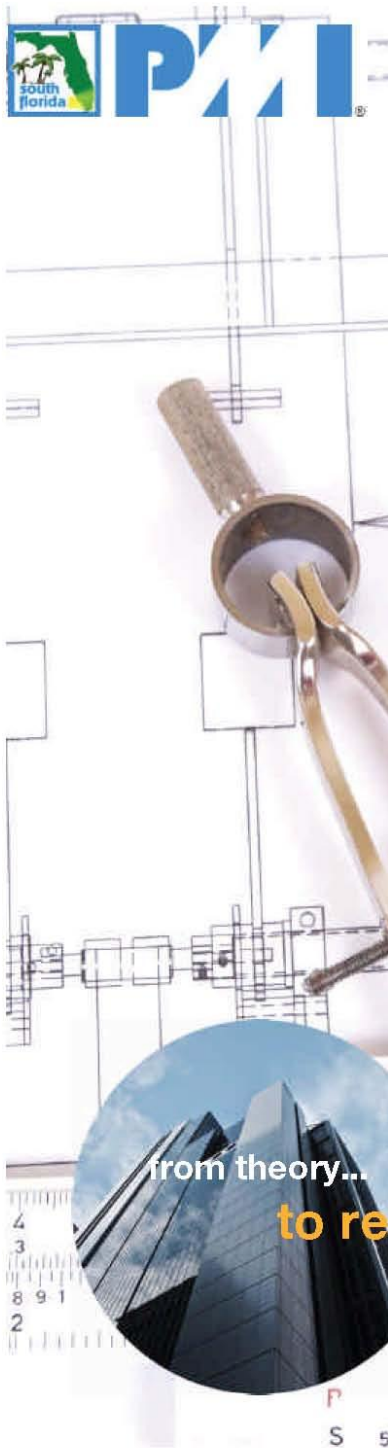
Frank Saladis

Frank P. Saladis, PMP, is a Consultant and Instructor / Facilitator within the project management profession and has over 35 years of experience in the IT, Telecom Installation and IT Project Management training environment. He is a senior consultant and trainer for Successful Strategies International, Inc. and the International Institute for Learning Inc. He is a Project Management Professional and has been a featured presenter at the Project Management Institute® Annual Symposiums, Project World, PMI World Congress, CMMA, and many PMI Chapter professional development programs. Frank is a Co-Publisher of the internationally distributed newsletter for allIPM.com, a project management information portal, and a contributor to the allIPM.com project management website. Mr. Saladis is the originator of International Project Management Day and has written numerous leadership and project management related articles. Frank was recognized as PMI Person of the Year for 2006.



PMI South Florida Chapter

Flyer Design used for PDD 2008



Professional Development Day 2008

Friday, May 2nd 2008

Whether you have years of experience or you're new to the profession, this seminar is designed to help you increase your effectiveness as a project manager by combining the principles of PMBOK with real life

Learn innovative techniques and pragmatic methods |

Earn 7 Professional Development Units (PDUs) |

Connect and Learn, network with South Florida colleagues |

Keynote Presentation

*What Do We Need to Do
to Make Project Management Indispensable?*

Learn directly from Jack Duggal, a recognized international speaker who receives standing ovations at sold out presentations, how to provoke changes that make project management fundamental to your organization. Then attend your choice of different break-out sessions and a luncheon presentation.

Signature Grand |

6900 State Road 84, Davie, FL 33317 |

Tel. 954-424-4000 |

thesignaturegrand.com |

Early Bird Rates *by Apr 4 2008*

Regular Rates *after Apr 4 2008*

	Chapter Members	Non Chapter Members	Chapter Members	Non Chapter Members
Individual	\$ 190	\$ 215	\$ 225	\$ 250
Group (per person)	\$ 172	\$ 195	\$ 203	\$ 225

About Jack S. Duggal, MBA, PMP

Jack Duggal is a consultant, executive coach and a leading edge thinker who brings a unique blend of practical experience with innovative ideas to challenge the way we think and operate.

He is a recognized expert in Organizational Project/Program Management and Program Management Office. He has implemented PMOs for multiple Fortune companies, facilitated large-scale organizational change, designed and led comprehensive training programs and managed multi-million dollar technology programs.



Flyer Design used for PDD 2009

Making a difference, transforming, leading, adding value →
www.southfloridapmi.org

PMI South Florida Chapter →

← Professional Development Day (PDD) 2009

Making a Difference, Transforming, Leading, Adding Value

VALUE PROPOSITION

On May 1st, 2009 join us to learn how to use Project Management tools, techniques and best practices to impact the way we work globally and locally to lead teams, organizations and projects to achieve valued business results.

Through a variety of interactive learning, sharing and networking activities, the Professional Development Day will provide experienced and aspiring project managers an opportunity to develop relevant yet practical knowledge and skills. PMI South Florida draws from a vast array of industry experts and practicing professionals to bring sessions that will differentiate the way project managers work.

Keynote speaker

← 8:00 AM

Vicki Hitzges

A high energy motivational speaker, Vicki Hitzges speaks to audiences around the globe. In the opening keynote presentation you will learn from Vicki how to strengthen relationships that will help you transform, lead and add value to business results.

Keynote speaker

← 1:00 PM

Ron Black

The founder of nine companies, a Fortune 500 marketing VP, and an advisor to hundreds of entrepreneurs and executives around the globe, Ron will provide six powerful productivity principles and a novel control-point technique to deliver meaningful results on schedule with less stress.

Choose from any of our 11 breakout sessions
→ Earn 7 Professional Development Units (PDU)
Network with South Florida Colleagues

← Benefits

↓

VENUE
Signature Grand Hotel
6900 State Road 64,
Davie, FL 33137
www.thesignaturegrand.com

↓

PRICES
Early Bird Registration (By April 3, 2009)
Members * \$ 195 - Non Members \$ 220

Regular Registration
Members * \$ 230 - Non Members \$ 255

→ For registration go to:
pdd.southfloridapmi.org

* Chapter membership will be validated to apply for members price

www.southfloridapmi.org