IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS Be Heard®

**REQUEST FOR PROPOSAL**

IABC Course Development and Facilitation

**Introduction**

The International Association of Business Communicators (IABC) is soliciting proposals from qualified training providers to develop and deliver a course for mid-level and senior business communicators who are interested in developing social media and new media strategies for the organization.

The course will provide opportunities for the learners to participate using the e-learning format. The course will use sound adult learning principles and incorporate a variety of media to enhance the learning experience.

**Background**

The International Association of Business Communicators (IABC) enables a global network of professional business communicators working in diverse industries and disciplines to identify share and apply the world's most effective communication practices. Established in 1970, IABC serves approximately 15,000 members in more than 90 countries and 100 chapters.

IABC members practice the disciplines of corporate communication, public relations, employee communication, marketing communication, media relations, community relations, public affairs, investor relations and government relations.

**General project goals**

The goals of this training initiative are to:

- Design and develop an online 10.5-hour course on developing and integrating social media strategies and policies.
- Deliver one pilot for the stated course.
- Make appropriate adjustments and modifications to the course material after the delivery of the pilot.
- Provide the facilitator's guide and course material.

The instructor's guide and participant's material will become the property of IABC.

**Rationale**

An educational needs analysis of IABC members revealed that there is a need for training in social media strategies and policies for professional communicators at the mid- to senior-levels of their careers.

The objective of the course is to provide learning opportunities for the target audience in which they can enhance their ability to successfully develop and lead the integration of social media and new media strategies for their organizations. Topics may include but are not limited to the following:

- Develop and implement strategy and policy in social media.
- Understand and measure the ROI of social media.
- Understand the channels of social media.
- Understand how rules apply to social media and new media.
- Integrate social media and new media into the corporate culture.
- Know when, what, why and how to use the technology.
- Others as necessary.

**The target audience**

The primary audience is mid- to senior-level business communicators who are employed in employee communication, external communication, public/media relations, marketing communication, stakeholder communication and corporate communication. This audience will be employed in diverse organizations including governmental organizations, corporations and nonprofit organizations as well as consulting. The primary audience is also geographically dispersed and may be located in Europe, Asia, Africa, Latin America, North America and South America.

**Course format and delivery**

The course will be designed to develop the skills of communication professionals so that they can successfully lead the integration of social media and new technology strategies within the organization. The training course will consist of pre- and post-tests, and 10.5 hours of online facilitation.

The delivery of the course must accommodate various training methods and media to enhance the learning experience. The course must be developed using sound adult learning principles.

The synchronous (online and live) format of the course will allow geographically dispersed groups to access the live training event. The facilitator will lead the training through either conference call or computer audio. Presentations will include access to PowerPoint and other instructional material during the session.

**Project team**

*IABC*

The project team will include an IABC staff member who will act as the project manager and will be responsible for communicating the purpose, establishing the schedules, securing the resources such as the online platform classroom, managing and evaluating progress, and approving and controlling the budget. The project manager will act as liaison regarding the training, course development, logistics and all other decisions regarding contract issues.

*Trainer/Developer*

The course developer/trainer, working alone or in a team, will be responsible for developing the course content and writing the course material. She/he will conduct the content review and determine the instructional strategies, develop the media and the instructor's guide, and develop the participant materials and the evaluation instruments. She/he will also conduct the pilot course and make necessary revisions to the material.

The developer/trainer should utilize appropriate training methods and adult learning principles to train professional communicators on this topic. They must be able to meet deadlines, accomplish independent goals within a limited time frame and possess the knowledge, skills and drive to produce high-volume, multi-focused trainings. Ideal candidates will be detail-oriented and creative, and will possess experience that is relevant to the tasks at hand, including experience with conducting training for a global audience.

The developer/trainer must also be able to quickly modify course offerings to address the most current requirements in change communication without delaying the schedule.

The developer/trainer will report directly to IABC project manager.

A review committee of IABC staff and volunteer leaders will provide feedback relating to all aspects of the topics for planned instruction.

**Schedule**

| Milestone | Date |
|---|---|
| Course outline | 8 August |
| First draft | 22 August |
| Second draft | 29 August |
| Final draft | 5 September |
| Pilot: Online weekly at 1.5 hour per session | 19 September–4 November |
| Revisions | 7 November |

The pilot will be conducted online. The pilot will start on 19 September will run once a week for seven weeks at 1.5 hours per session. Subsequent classes will be scheduled in 2012.

**Payment**

As consideration for the development and delivery of the pilot, and subsequent revisions, IABC is prepared to offer a fee of US$20,000. This is the final payment irrespective of the number team members involved in the process. All course materials becomes the property of IABC.

**INSTRUCTIONS ON PROPOSAL NARRATIVE REQUIREMENTS**

The proposer shall respond to all of the following in the proposal:

**General provisions**

Proposers must submit a written narrative of the following general provisions that briefly describes the following information:

- Demonstrated knowledge of the tasks required to meet the requirements of this proposal including the skills, abilities and experience necessary to successfully complete the project goals.
- Proposals must include a description of training materials that will be offered, such as pre- and post- testing options, case studies, embedded videos or other multimedia, and audio instructions along with downloadable hard copies
- Evidence of substantial knowledge, subject matter expertise, and experience in successfully developing and delivering training

<u>Cover letter: One page</u>

A cover letter on firm letterhead with contact information for the primary contact, including name, physical and electronic addresses, telephone and facsimile numbers must be submitted.

<u>Firm demographics: One to two pages</u>

The proposal should include a brief history of the firm or individual, its size, and its experience with training development for workforce professionals. Also describe the personnel to be assigned to this project, including their relevant experience. Please attach current résumés of all personnel proposed to perform work for this project (résumés do not count toward the page limitation listed above).

Statement of work: Five pages maximum

The proposal should include training course objectives, course outline, course description, and an agenda including modules, exercises and course evaluation. The proposer must provide information on how his/her organization engages in research to remain current on key training content.

Proposal submission time lines

To be considered for training delivery beginning in 2011, proposals must be received no later than **12 pm on 15 July 2011**

**Attachments**

Please limit organizational attachments to one or two succinct pieces of information such as brochures that help to provide background and context for the organization.

**References**

Please attach references to the narrative response, including the names, physical and electronic addresses, and telephone numbers of a minimum of three (3) clients for whom the respondent has conducted similar services. These references may be contacted.

**Publication rights**

All reports and other documentation produced by the selected proposers a result of being awarded a contract under this RFP shall be deemed to be works for hire, and all rights including copyright and publication rights shall reside with IABC.

**Payment**

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**Evaluation**

Evaluation of each proposal will be based on the following criteria:

| Factors | Point Range |
|---|---|
| Experience | 0–25 |
| Bid completeness | 0–25 |
| Qualifications | 0–25 |
| Maximum points | 75 |

**INSTRUCTIONS ON PROPOSAL SUBMISSION**

Cost of proposal preparation

All costs incurred in the preparation of the proposal will be the responsibility of the company or persons submitting the RFP and will not be reimbursed by IABC.

Notification of award and disclaimer

The selection awarding the RFP will be made within three weeks of the due date.

This request for proposal does not commit IABC to award a contract, to pay any costs incurred in the preparation of an application to this request, or to procure or contract for services or supplies.

IABC shall invite a limited number of finalists to interviews via teleconference.

Instructions to prospective contractor

Electronic copy proposals must be received IABC no later than 12 p.m. PDT on Monday, 15 July 2011. Late proposals will not be considered. Electronic proposals must be submitted in PDF or MS Office file formats.
A select number of finalists will be interviewed as part of the final selection process.

Send electronic proposals to: Administrator at pd@iabc.com.

**Proposals must be:**

- Complete, typewritten or computer-generated, and address all element of the proposal requirement.
- **Double-spaced** and **prepared using a 12 font size**

The proposal will be considered a firm offer for the period identified in the budget proposal.

**Inquiries**

If you have specific questions regarding the goods and services requested in this RFP, submit them via email to pd@iabc.com.