



Request for Proposal

CONFERENCE PLANNING CONSULTANT



OUR GOAL

[RepresentUs](#) requests proposals for a Conference Planning Consultant (CPC) and team or firm with experience leading dynamic, interactive, and user-centered conferences to design, scope, and lead the third annual [Unrig Summit](#).

WHAT IS UNRIG?



[Unrig Summit](#) is the premier right-left summit to solve America's political crisis. It's the brightest minds from the right and left working together to unrig our broken system. In 2018, we convened the movement in New Orleans, and in 2019, we came together again in Nashville.

For 2021, Unrig Summit comes in an exciting and fresh new format in Austin, TX: ***Unrig Spotlight***.



From October 9 - 11, Unrig Spotlight shines a bright light on the most vital and unmissable content for the democracy reform movement — powerful speakers, inspiring leaders, world class entertainment and more. Unrig Spotlight is a more focused program in a more intimate setting, featuring an all-day lineup on one mainstage, a breakout room for interactive workshops and trainings, and a select few highly-curated experiences to help us connect and collaborate — and of course, *Unrigged Live!* An evening of world-class entertainment to celebrate our movement like never before.



Together we'll spotlight our movement's most innovative ideas, most promising campaigns, and most inspiring speakers. You won't want to miss a moment, and the streamlined program means you won't have to.



SERVICES NEEDED

Event Project Management

- Provide top-level direction and hands-on execution of all facets of Unrig Summit, including logistics, production, program development, speaker invitation and onboarding, marketing, attendee communications and event technologies, virtual event management, on-the-ground support, and event evaluation.
- Enhance and build upon structures established for Unrig Summit in 2018, 2019, and 2020 (postponed).
- Collaborate with and manage RepresentUs staff and contractors as needed.
- Oversee RepresentUs staff in their Unrig work, including assigning tasks, supervising work, and ensuring deliverables and deadlines are met.
- Design and implement operating processes, project management systems, and project timelines to coordinate RepresentUs staff involvement.
- Hire additional event contractors, with approval, as needed.

Event Logistics

- Manage Unrig Summit logistics, including vendor and venue relationships.
- Oversee and execute on budget management, hotel blocks, catering, space use plans, attendee flow, supplies and shipping, registration, event staffing plans, merchandise, security, translation, interpretation, accessibility, sustainability, post-event evaluation & assessment.

Event Production

- Manage Unrig Summit production across all programming, including lighting, sound design, live streaming, and other audio/visual needs for all sessions.
- Advise and execute on set, environment, and attendee experience design.
- Collaborate with RepresentUs creative team to design, scope, and procure stages, common areas, branding, and signage.

Event Program Development

- Manage conference program development from design through execution for three days (two ½ days and one full day), including:
 - Mainstage programming (one mainstage) including Unrigged Live!
 - Breakout room programming (one breakout room)
 - Engagement and activation programming in interstitial spaces.
- Enhance, build upon, and work within existing program design and structures established for Unrig Summit in 2018, 2019, and 2020 (postponed).
- Design the overarching programmatic structure of the event.
- Solicit must-include programming topics from the RepresentUs team and ensure their inclusion in the programming; suggest additional programming topics to fill programming.
- Develop program session structure; solicit program session substance and content from the RepresentUs team.



SERVICES NEEDED (cont.)

- Develop session description copy for use in speaker invitations, marketing, and Summit agendas.
- Coordinate program and session design approval with executive team members and key staff stakeholders.
- Ensure program design meets Unrig's diversity, equity, and inclusion goals.
- Develop run of shows and scripts.

Speaker Invitation & Onboarding

- Secure a full slate of event speakers across all programming, including presenters, panelists, trainers, entertainers, and performers.
- Lead speaker research, vetting, and outreach (leveraging RepresentUs's existing network).
- Solicit must-include speakers from the RepresentUs team and invite them to the event.
- Coordinate speaker invitation approval with executive team members and key staff stakeholders.
- Manage the Unrig speaker CRM/pipeline (improving upon existing systems and structures).
- Own speaker logistics & onboarding, including collecting speaker agreements, managing speaker expense requests, developing onboarding materials, and developing an on-the-ground speaker experience plan.
- Lead speaker preparation calls that include messaging training.
- Triage late stage speaker cancellations and program adjustments.
- Ensure speaker lineup meets Unrig's diversity, equity, and inclusion goals.
- **Key Speaker Deliverable:** Secure ~100 speakers.

Event Marketing

- Develop overall marketing strategy and plan, leveraging existing RepresentUs & Unrig networks, including:
 - Targeted outreach to communities of color, conservatives, youth, and Austinites.
 - Social media campaigns
 - Email campaigns
 - Paid ads
 - Influencer marketing
 - Press (coordinated with RepresentUs PR firm)
 - Post-event marketing collateral.
 - Advisement on Unrig website elements needed before, during, and after the event, including session streaming plan on digital channels and virtual event platforms.
- Carry out event marketing (pre and post).
- Develop outreach and invitation materials.
- Regularly report on ticket progress to stakeholders and include recommendations for shifts in marketing tactics to reach our attendee goal.
- Support RepresentUs outreach to RepresentUs chapter leaders, volunteers, students, locals, press, and partner organizations.



SERVICES NEEDED (cont.)

- Confirm attendance from all key audiences identified by RepresentUs.
- **Key Marketing Deliverable:** Ensure the sale of 1000 tickets.

Attendee Communications & Event Technologies

- Carry out attendee communications across email, conference app, and website.
- Run the unrig@represent.us email account.
- Set up and run the Unrig conference app.
- Manage the Unrig ticket sales platform, Eventbrite.

Virtual Event

- Develop and run a virtual event experience for remote attendees via a virtual event platform.
- Set up the virtual event as a secondary revenue stream with ticketing.

On-The-Ground Support

The Conference Planning Consultant and team will be onsite for the duration of the event.

- Lead the event on the ground, day-of.
- Oversee event logistics, production, programming, attendee experience, speaker experience, supplies management, content capture, volunteer training and management, and staff experience on the ground.
- Provide a team of event staff to supplement RepresentUs staff on the ground.

Event Evaluation & Follow Up

- Distribute attendee, volunteer, staff, and speaker feedback surveys for the event as a whole and for individual sessions; produce an analysis of survey results.
- Manage follow up and thank yous to all key stakeholders including partner organizations, speakers, attendees, sponsors, and vendors.
- Ensure final invoices are sent in a timely manner and all event contracts are closed out.
- Create and compile post-event marketing collateral.
- Evaluate contractor / vendor performance and provide recommendations on who to work with in the future.
- Produce an analysis of Unrig Summit across all areas of work, including learnings, recommendations, and opportunities; share full report back with the Executive Team.
- Close out the project across all areas of work.

[FOR AN AUSTIN BASED CPC — OPTIONAL IN PROPOSAL] Local Turnout and Engagement

- Serve as RepresentUs's on the ground representative for Unrig Summit.
- Outreach to local and state organizations with membership lists to increase awareness of the event and encourage local turnout and volunteer opportunities.
- Outreach to local and nearby (~5 hr driving) colleges and universities to encourage student registration & volunteer opportunities.



SERVICES NEEDED (cont.)

- Placement of event listing in all greater-Austin event guides, calendars, etc.
- Advice re: placement of greater-Austin social media and traditional advertising.
- Advice and action re: drumming up conservative interest and attendance from Greater Austin-metro area and the state.
- Advance press work with local media, including traditional, alt and blogs.
- Actively assist with all press — local and national (all press work in collaboration with RepresentUs staff and contractors).
- Introductions and liaising with local political and advocacy figures.
- **Key Turnout Deliverable:** 200 Local Registrations by September 15th

[FOR AN AUSTIN BASED CPC – OPTIONAL IN PROPOSAL] **Local Logistics & Programming Support**

- Advise and assist with logistics with an eye towards viability given local factors: geography, transportation, culture, etc.
- Act as our eyes, ears, and feet on the ground with vendors, partners and clients before, during, and shortly after the event.
- Advise on potential local sponsors & vendors for Summit.
- Advise on local entertainment to include in Summit programming and on evening entertainment options for attendees outside of programming times.
- Assist in identifying high profile local people and organizations and authentic local voices to attend and participate in panels, entertainment, and plenaries.
- Assist with the physical setup of the event, flow, day-of registration, etc. and collaborate on volunteer training session preparation.
- **Key Programming Deliverable:** Filling all local programming slots with dynamic speakers from the Austin Metro area.

QUALIFICATIONS

You are...

- An event expert, experienced in planning and leading large and complicated conferences or events.
- An experienced producer, with enthusiasm for logistics and managing teams of people.
- A person with strong attention to detail for the little things in an event and who knows that every element matters.
- Comfortable managing multiple concurrent projects and cross-functional team members.
- A designer of engaging, educational, and exciting experiences for different kinds of audiences.

You have...

- A minimum of three years experience in large-scale event planning and execution.



QUALIFICATIONS (cont.)

- Experience with logistics, production, program development, speaker invitation and onboarding, marketing, attendee communications and event technologies, virtual event management, and event evaluation.
- The ability to work independently and collaboratively.
- A team of additional support staff or a firm.

DETAILS & LOGISTICS

Length of Engagement:

- The contract will start no later than May 17th, 2021 and will terminate on or before November 15th, 2021.

Project Budget:

- The budget for the entirety of the event is \$750k.
- Expenses: Flights to and from Summit location and accommodations will be provided by RepresentUs Education Fund. All other expenses will be case-dependent.

Support and Collaboration with RepresentUs Staff:

- A portion of our staff will be involved in supporting this event. Currently, 1-FTE/week, ramping up as the event approaches. Our priority is to minimize our staff involvement and while providing you with the support you need.
- The Conference Logistics & Production Consultant will work directly with the Director of Unrig and collaborate with additional RepresentUs staff and contractors.
- Executive Sponsors: Josh Silver, Chief Executive Officer & Co-Founder; Josh Graham Lynn, President & Co-Founder.

HOW TO APPLY

Proposal Scope and Requirements

To facilitate the evaluation of proposals, consultants shall include the following in their proposal:

- **Resume and cover letter.**
- **Three professional references or use cases.**
- **Examples of previous, relevant work product.**
- **A clear and detailed description of the proposed work product, including:**
 - A description of services
 - Proposed costs and timeline
 - Preferred payment schedule and salary
 - Proposed timeline for services across our five month runway
 - A list of staff members who will work on Unrig Summit and their qualifications



HOW TO APPLY (cont.)

Preparation and Submission

Please submit an electronic copy of your proposal, including all requirements listed above, to unrig@represent.us with the subject line "Unrig Summit Conference Planning Consultant."

Basis of Award

Each RFP response will be evaluated by the following criteria:

- Timely and complete response to the RFP
- Availability, responsiveness, and follow-up
- Demonstrated knowledge and experience
- Quality of proposed work product
- Professional references
- Team or firm size
- Pricing

Selection Schedule

- RFP Distribution: April 14, 2021
- Preferred deadline for RFP responses: April 30, 2021*
- Selections of Vendor/Contract Negotiation: May 1 - 14, 2021
- Project Start: May 15, 2021
- Project Completion: November 1, 2021

*Note: Applications will be reviewed on a rolling basis and early submissions are encouraged.

Democracy is for all, and at RepresentUs, so is our workplace. **That's why we're an Equal Opportunity Employer.** We are committed to evolving our staff and board to reflect the full diversity of America and the communities we aim to serve. As we seek the best of the best to join our ranks, we welcome applications from all walks of life (**including but not limited to BIPOC/people of color, women, people with disabilities, and LGBTQ candidates**) because we know that our democracy-building work has greater impact when we center diverse backgrounds, perspectives and ideologies. [Read our statement on Diversity, Equity, and Inclusion here.](#)



APPENDIX

Who is RepresentUs?



RepresentUs brings together conservatives, progressives, and everyone in between to pass powerful state and local laws that fix our broken elections and stop political bribery. Our strategy is central to ending political corruption, extremism and gridlock.

RepresentUs is the largest grassroots anti-corruption campaign. Together, we're stopping political bribery, ending secret money, and fixing our broken elections. We are the nation's leading right-left anti-corruption organization.

Every day we are hard at work to secure crucial victories that are defending our Republic and fixing America's corrupt political system. And we're already winning. In 2018, we helped pass 23 anti-corruption measures—a historic year for the movement.

What is Unrig Summit?



[Unrig Summit](#) is the premier right-left summit to solve America's political crisis. It's the brightest minds from the right and left working together to unrig our broken system.

With over one hundred inspiring speakers and trainers, current and former Members of Congress, world-class live entertainment, and attendees from all 50 states, Unrig Summit is a one-of-a-kind opportunity to connect directly with the most engaged and invested members of the democracy reform movement.



Whether you're looking to build your skills as an activist, learn more about specific policy solutions, or to connect with others from across the United States who are ready and working to unrig the system, Unrig has something for everyone looking to get involved and fight for change.

Since the inaugural Unrig Summit in 2018, participants have gone on to lead the largest wave of democracy reform victories in American history, including spearheading anti-gerrymandering initiatives in four states, (MI, UT, CO, MO), winning ethics,



transparency, and campaign finance reforms in cities and states across the country, and restoring the vote to 1.4M citizens in Florida.



What is Unrigged Live?

Unrigged Live! is the capstone event of the **Unrig Summit experience** – a high-production evening of live music, celebrity entertainment, stand-up comedy, and inspiring speakers to celebrate our movement’s victories and energize us for the future.

Previous presenters and speakers include: Jennifer Lawrence, Ed Helms, UN Deputy High Commissioner for Human Rights Kate Gilmore, Emma González of March for Our Lives, Professor and former White House Ethics Lawyer Richard Painter, Florida voting rights advocate Desmond Meade, NASA astronaut Ron Garan, Our Revolution President Nina Turner, comedians Sasheer Zamata, Tig Notaro, and Nikki Glaser, and musical guests Taylor Goldsmith, Katie Pruitt, Courtney Marie Andrews, The New Respects, HoneyHoney, and the legendary Preservation All Stars.



During the program, we also present **The Courage Awards**, recognizing the individuals who put it all on the line to fight for democracy.

Check out the full [2018](#) and [2019](#) shows on YouTube to get a taste of what’s in store for Austin.

