

## **Amendment #3 to RFP No. ICMAHO/Virtual Conference/2021**

**Date of Issuance: 01/19/2021**

# **Questions and Answers**

The following are answers to questions submitted through the question deadline of **01/08/2021**.

- 1) Who is ICMA's conference A/V provider, and will they be encoding the feed being sent to the Virtual Conference vendor or does the Virtual Conference vendor need to send an onsite encoder? If so what are the dates/times of the two 2 hour keynotes and the two 1 hour keynotes?
  - **PSAV is ICMA's A/V Provider. The Virtual conference vendor will work directly with the A/V company to determine the best way to handle technical needs. ICMA currently does not have an event schedule for the upcoming conference. Based on past conferences there will be one two-hour keynote for the four main days of the conference.**
- 2) Schedule, record, and manage taping of 200+ educational sessions including synchronized PowerPoint presentations. Video requires display of both speaker(s) and the PowerPoint.

If event is Hybrid:

- 200+ educational sessions – How many total rooms over how many days will be required?  
**This is to be determined.**
  - For these sessions, what is the final deliverable ICMA is looking for (mp3 or mp4 file)?  
**MP4 file.**
  - Will these be uploaded into the virtual environment, or will ICMA be hosting on their own?  
**These will be streamed on the virtual platform.**

If event is all Virtual:

- Will the 200+ sessions be recorded in advance to be available as on demand sessions in the virtual event? If so, have you developed a contingency plan timeline and schedule for the speakers?

- **The 200+ sessions will be recorded in advance. We currently have not developed a contingency plan for the speakers.**

3) Provide digitizing, editing, and mastering services of all recorded material for delivery no later than 5 days after initial recordings.

If event is all Virtual:

When you say editing will be required, would that be on a per session basis in case you have to edit/remove a portion of a webcast before we make available for on demand replay and via MP4?

**Yes. Editing will be required on a per session basis prior to making it available for on demand replay.**

4) API between Cadmium and Experient is essential. If your platform does not currently have Cadmium and Experient integration you must be able to have integration no later than 3/1/2020.

Our company's APIs will facilitate data flow between Cadmium and Experient. We understand this date should probably be 3/1/2021, can you please elaborate on why the integration needs to be in place on Mar 1<sup>st</sup>? Are you going to begin promoting the event and require the registration to be available on that date?

- **Yes. ICMA would like integration completed prior to registration launching. We will launch in March and want to make sure we have enough time for testing integrations.**

5) For the virtual environment, do you plan on leveraging a virtual Exhibit Hall with Virtual Booths? If yes, how many booths do you plan on including as part of the experience?

- **We are still determining the best way to work with our Exhibitors in 2021. As of right now we are not planning on having a virtual exhibit hall.**

6) 2020 Virtual Eve

a. What platform did you end up using? What went well? What did not go well? What are some key lessons learned?

- **ICMA used a combination of PSAV's Chime platform and their Content One platform. The production of our General Sessions went especially well. Some of the key lessons learned were that we need to provide more opportunities for our attendees to network virtually.**

b. How many webcasts? Booths? What was the audience size?

- **We had over 200 sessions available On-Demand, 60+ semi live sessions, 77 Exhibitors, and 4500 + attendees.**

7) What are your 2021 business goals and/or key themes that we should be aware of?

The ICMA logo is located in the bottom right corner of the page. It consists of the letters "ICMA" in a bold, blue, sans-serif font. The letters are slightly shadowed, giving them a 3D appearance as if they are floating above a grid of light blue squares that form a background pattern on the right side of the page.

- **The theme for our 2021 Annual Conference has not yet been developed. We work on the theme in conjunction with our Outreach Department which then in turn helped us develop our logo and colors for the marketing efforts and platform. Our goal is to make our virtual platform better than our 2020 platform with the integration of enhanced networking capabilities, a more robust exhibit hall or opportunities for exhibitors, and new ideas that attendees may not have seen employed yet on any other platforms they've experienced to date. Our goal is always to be "Best in Class".**
- 8) Discovery Call – If possible, can we schedule a 30-minute discovery call or virtual session to clarify questions surrounding the scope of work?
- **Due to our procurement procedures and to keep it fair to all submitters we are unable to take any discovery calls. If you need additional clarification surrounding the scope of work please email those questions to us.**
- 9) Event schedule - Do you have an event document that details all session times for each day?-
- **We currently do not have an event schedule for the upcoming 2021 Annual Conference. The RFP states that there will be 10 sessions in 3 different time blocks over 3 days. That will be the base of the schedule with a keynote daily and up to 2-3 featured speaker presentations.**
- 10) Exhibitors – What is the total number of anticipated exhibitors for virtual-only and hybrid?
- **As of right now we are not planning on doing a virtual hall, however that may change. In 2020 we had 77 exhibitors for our virtual conference.**
- 11) Registration/Login – Will ICMA required a single sign-on (SSO) for attendees?
- **Yes, we require a SSO for attendees.**
- 12) Attendees – What is the estimated number of attendees for virtual-only and hybrid?
- **For a virtual only event we estimate 4500 attendees. For a hybrid event we estimate that we will have about half of that utilizing the virtual platform.**
- 13) Speakers – What is the anticipated total number of speakers?
- **We average around 400 speakers**
- 14) Budget – The budget allotment calls for \$150,000 in the RFP. Is this for the virtual platform, A/V production/presentation control, or both?
- **Both the virtual platform and A/V production.**
- 15) E-Commerce Capabilities – Would this need to be custom-built within the OEP platform, or could we link back to a site managed by ICMA?
- **This would need to be a custom-build but is not a must have item.**

16) Hybrid Event - Has ICMA Leadership set a "target date" to determine whether this event will be entirely Virtual or Hybrid?

- **We are currently looking to decide in June on which conference model we will move forward with.**

17) Online Content Capture and Production

- How many total sessions need to be recorded? Is the below correct for a total of 300+ sessions?
  - (2) 120 minute keynote sessions
  - (2) 60 minute keynote sessions
  - (200+) 30-60 minute educational sessions
  - (90) 60 minute educational sessions ... or is this number included in the 200+ sessions mentioned above?
    - **These details are correct.**

18) When you mention vendor's camera, are you referring to CNTV as the vendor or your AV company?

- **We are referring to the Virtual Platform provider.**

19) Do you already have an e-commerce portal we can set up an API for? Or do we have to custom build one?

- **This would be a custom build.**

20) Will we as a vendor be responsible for venue coordination for power and/or internet?-

- **You will coordinate power and internet with ICMA directly and we will relay to the venue.**

21) Will the 200 pre-records be remotely recorded from the subject's personal web cameras?

- **Yes, if this is a full virtual event. If it is hybrid, the recordings will take place on site.**
  - a. Who is responsible for coordinating these records, and what time frame are we looking at doing them?  
**If these recordings take place onsite they will be recorded by the AV company, the virtual platform provider will coordinate recordings with onsite AV provider. If this is a 100% virtual conference the virtual platform provider is responsible for hosting and coordinating recordings.**

22) Are platform costs expected to be included in the \$150k budget?

- **Yes, platform cost are expected to be included in the \$150k budget.**

23) In the Platform Capabilities/Technology requirements section, API integration w/ Cadmium and Experient is called out as essential. Our company does not integrate with either of these solutions, but rather provides an all-in-one virtual event platform that actually includes the capabilities that Cadmium and Experient provide. Our company can provide the same

capabilities that these solutions provide. Is the integration with Cadmium and Experient a deal-breaker?

- **This is not a deal breaker. However, we will need to see what you are proposing for incorporating handling all of the registration and session information into your platform as well as your data analytics and reporting capabilities.**

24) In the Post-Production Services requirements section, ICMA is asking that respondents provide digitizing, editing and master services of all recorded material for delivery no later than 5 days after initial recordings. While our company does not provide these services (we just provide the recordings as-is), we can identify partner agencies that do this type of work. We could also leverage a preferred post-production partner of ICMA. Can you please provide some guidance here?

- **If this is not a service you currently provide, ICMA will be able to work collectively with your team and our AV provider to determine the best solution.**