



## REQUEST FOR PROPOSAL

RFP Number:	3410-RFP-01
Project Title:	Production/Tech Vendor
Application Deadline 11:59 pm CST:	December 1, 2022
Proposals must be emailed to:	<a href="mailto:341rfp@aap.org">341rfp@aap.org</a>
Questions about this RFP must be submitted to the application email address above and will be accepted until:	November 10, 2022
Responses to questions will post on:	November 17, 2022

### BACKGROUND

The American Academy of Pediatrics is a professional membership organization of 67,000 pediatricians committed to the optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults.

Founded in 1930, the AAP advocates for the health and wellbeing of all children and works with government, communities and other national organizations to shape many child health and safety issues. The AAP provides professional education and resources to member pediatricians, and provides patient education and public information campaigns

### STATEMENT OF PURPOSE

The purpose of this MSA is to hire a production/tech agency to produce and manage 6-10 virtual online course experiences where all participating speakers and attendees will join from their respective locations for content presentation and CME credit to be issued by the Academy. The agency will host pre-recording presentations with subject matter experts (SMEs), facilitate a practice session(s), and handling the technology platform for tasks such as setting up, recording, and other background production task. Meetings will be conducted using the agency Zoom Webinar license or AAP WebEx license.

Responses to this Request for Proposals will be accepted until November 15, 2022.

### PRODUCT SPECIFICATIONS OR SCOPE OF WORK

The selected vendor will provide the following services:

- Host virtual events/meetings between December 1, 2022 – December 1, 2023, on the identified platform
- Estimated attendees 200 -1100 depending on content per meeting
- Each event will of the duration of 120 minutes to 2-day event
- Each event will consist of a combination of pre-recorded presentations/segments or live presentations/segments (format chosen by AAP staff manager)
- Manager and host Live Q&A followed by live panel discussions
- Attendee interaction via chat and Q&A box
- Attend kick off meeting and other planning meetings with AAP team throughout duration of project (4-6 meetings per event)
- Submit weekly status reports to project manager

### SCHEDULE OF DELIVERABLES

1. Provide written instruction for Tech Tips and Best Practices for both live and pre-recorded presentations
2. Pre-Record and edit SMEs presentations
3. Lead SME presenters, staff, and moderator in 1-2 60-minute rehearsal(s) prior to the Event(s)
4. Produce the meeting as outlined utilizing 1-2 Producers depending on size of event
  - a. Setup and broadcast meeting utilizing the agency's Zoom accounts or AAP WebEX account
  - b. Create Run of Show document in collaboration with AAP Planner /Committee/Section lead
  - c. Advance presenter slides or work with presenters for them to advance slides
  - d. Load poll questions and launch as needed
  - e. Record sessions
5. Edit Recording and final files for self-paced course
  - a. Clean up any "challenges"
  - b. Stitch together all sessions into one recording
  - c. Provide AAP with MP4
6. Provide graphic transitions between segments
7. Provide reporting of attendance from Zoom or WebEx for AAP to track for analysis & CME credit
8. Collaborate with AAP on housekeeping notes and presentation method
9. Pre-record (only) slides due by agreed upon deadline date for review by course director and then send to AAP CME staff for final review and approval
10. Pre-records take place 30 days prior to meeting date
11. Provide live (only) slides to AAP Education and CME staff 2 weeks before meeting date (they will be reviewed by course director and then send to CME for final review and approval)
12. Provide final invoice in correlation to funding deadline outlined in contractual agreement

#### MANDATORY QUALIFICATIONS

Respondents should include in their proposals the following information:

1. A clear summary of their approach to the work.
2. Statement of qualifications to perform the scope of work, including staffing plan, a summary of related experiences (e.g., public health research, survey design, data analytics, published work) for all those involved in the project, and a resume/CV for all members of the consulting team who will be working on the project.
3. Description of approach and ability to manage the project scope within the designated timeline.
4. Budget including hourly rate and estimated hours. *Please see associated bid form.*
5. Description of experience conducting qualitative research. Examples of relevant past projects and writing samples (e.g., survey research, and/or conducting focus groups, interviews).
6. The names, phone numbers and email addresses of three individuals, preferably at different

organizations, who have been clients during the last two years who can be contacted as references.

#### COST PROPOSAL

See associated bid form.

#### CONTRACTUAL ARRANGEMENTS

Once approved, the selected applicant will abide by the terms and conditions in the final letter of agreement accepted and signed by both parties.

The performance period is December 1, 2022 – December 31, 2022

Payment arrangements: Payment will be made as soon as is reasonably practicable upon completion of milestones to the satisfaction of the Academy at intervals mutually agreed upon and specified in the contract.

Cancellation: The AAP may terminate the contract at any time prior to the end of the term in the event that the consultant is unable or unwilling to perform the services or in the event of a material breach of any of the Consultant's other covenants or representations under the Agreement.

#### EVALUATION CRITERIA

Proposals will be scored in the following categories: 1) Content of proposal 2) Qualification of consultants, 3) Previous work of consultants applicable to proposed project, and 4) Cost.

#### RETENTION OF RECORDS

Information related to the resulting contract must be retained for at least three years after the end of the contract and must be available for examination by authorized representatives of the AAP and the grantor (federal cognizant or oversight agency, federal agencies providing direct or indirect funding, the Government Accountability Office or nonfederal entity providing funding for the project).

#### RIGHT TO REJECT / BID DISPUTE RESOLUTION / CONFIDENTIALITY

The AAP reserves the right to reject any and all proposals submitted and to request additional information from all applicants.

Any protest or dispute related, respectively to the solicitation or the resulting contract shall be construed and determined in accordance with the laws of the State of Illinois applicable to contracts made and to be performed in that state, notwithstanding anything to the contrary provided by applicable conflict of law rules, and notwithstanding that any party may now or hereafter be a resident of another state or a foreign country.

The AAP shall not disclose to a third party Proprietary or Confidential Information of the other applicants or potential applicants. AAP further agrees to act as trustee for any Confidential Information jointly created or acquired through the applicant's participation in this RFP.

#### CONTACT INFORMATION

American Academy of Pediatrics  
345 Park Boulevard, Itasca, Illinois, 60143  
(630) 626-6000  
[www.aap.org](http://www.aap.org)

**COMPLETE THE APPLICANT INFORMATION, SIGN THE CERTIFICATION OF ELIGIBILITY,  
INCLUDE ALL RFP PAGES, AND  
SUBMIT YOUR PROPOSAL AND REQUIRED INFORMATION TO THE EMAIL ADDRESS LISTED ABOVE.**

#### APPLICANT INFORMATION

COMPANY NAME	CONTACT NAME
ADDRESS	CONTACT EMAIL
WEBSITE	CONTACT TELEPHONE

**Error! Reference source not found.**

CERTIFIED AS SMALL, MINORITY or WOMAN'S BUSINESS <input type="checkbox"/> YES <input type="checkbox"/> NO		
BUSINESS IS LOCATED IN CURRENT YEAR'S LABOR SURPLUS AREA <input type="checkbox"/> YES <input type="checkbox"/> NO		
BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS <input type="checkbox"/> YES <input type="checkbox"/> NO (Not debarred or suspended on SAM.gov and not listed as "not qualified" on FAPIIS.gov)		
CURRENT OR PREVIOUS CONTRACTS WITH AAP <input type="checkbox"/> YES <input type="checkbox"/> NO If yes, attach a listing of dates, brief description of work done and name of AAP contact for 5 most recent projects.		
<b>CERTIFICATION OF ELIGIBILITY</b>		
<p>By signing and submitting this RFP application, the applicant certifies that the applicant is not debarred, suspended or otherwise excluded from or ineligible for participation in federal assistance programs or activities, the applicant is an equal employment opportunity employer, and the applicant will comply with all applicable contract provisions required for contracts under federal awards or other grantor stipulations.</p> <p>The applicant further certifies that if the applicant is awarded a contract as a result of this RFP and the contract exceeds the Federal Simplified Acquisition Threshold, the applicant agrees to negotiate profit as a separate element of the price as required under 2 CFR 200.323.</p>		
APPLICANT SIGNATURE	DATE	PRINT APPLICANT NAME and TITLE