

**2018 Regional Conference Bid Form  
Due Monday, September 18, 2017**



To bid to host a Regional Conference, please submit this completed form and a letter of recommendation from your Faculty Adviser by **Monday, Sept. 18, 2017**. You may submit additional materials (logo, promotional material, etc.), but only this form and the letter of recommendation are required. All materials submitted must be typed.

**Email bid to:** Vice President of Events and Fundraising: [Bryar.Prssa@gmail.com](mailto:Bryar.Prssa@gmail.com)  
National President: [adcook22@gmail.com](mailto:adcook22@gmail.com)  
Executive Director, PRSSA: [jeneen.garcia@prsa.org](mailto:jeneen.garcia@prsa.org)

Interviews will be conducted with schools that submit a bid between Friday, Sept. 22 and Monday, Oct. 2. Please ensure you are available for this 15–20 minute interview during these two weeks. Bids selected to host 2018 Regional Conferences will be announced in October at the National Conference.

At least one representative from all schools chosen to host must attend the Regional Conferences Workshop at the PRSSA 2017 National Conference in Boston, Mass. in October. Registration for the Conference closes on Sept. 8; please plan accordingly. Contact Bryar Keyes, vice president of events and fundraising if you have any questions.

**Regional Conference Information**

Host School(s): \_\_\_\_\_

Proposed Date(s) (must be in spring 2018): \_\_\_\_\_

Are these dates flexible?  Yes  No

Proposed Event Title: \_\_\_\_\_

Event Location: \_\_\_\_\_

**Regional Conference Coordinator Information**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

**PRSSA Chapter Information**

President: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

Faculty Adviser: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

***Remember to attach a letter of recommendation from your Faculty Adviser to this application.***

*By submitting this bid, I commit to being available for regular contact by phone and email with the vice president of Events and Fundraising and others during the pre- and post-planning.*

Coordinator Signature(s) (electronic signatures permitted) \_\_\_\_\_

Chapters within each region with the highest total sum of points from the bid form and interview, will be selected to host spring 2018 Regional Conferences. During the interview, Chapters will have the opportunity to expand on the ideas outlined in this bid form.

*This form must be typed in 10 point font, with no alterations to the size or format.*

**Logistics (30 points total) {Try to include PRSSA 50<sup>th</sup> anniversary}**

**Explain your theme and possible speaker topics (250-word limit, 10 points):**

**Provide an outline and schedule of your event (15 points): *Outlines that include additional value enhancing activities will be awarded 5 additional points in this section. For examples, reference the Regional Conference Handbook.***

**Provide a detailed outline of your budget (5 points): Please note you must budget for your National Committee Representative, as indicated in the Regional Conference Handbook.**

**Registration & Participants (25 points total)**

**Describe your registration process and cancelation policy (250-word limit, 5 points):**

**List all local PRSSA Chapters that you will proactively invite to attend, please include any medium in which you plan to do so (5 points):**

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***Promotions (20 points total)***

**Create a timeline for your Regional Conference promotional plan (10 points):**

**Describe how you would promote your Regional Conference at the PRSSA 2017 National Conference (200-word limit, 5 points):**

**Describe how you will promote your Regional Conference using social media (250-word limit, 5 points):**

***National Initiatives (15 points total)***

Describe what tactic(s) you will use to incorporate High School/Community College Outreach into your Regional Conference. (250-word limit, 15 points)

Describe ways you will incorporate other National Initiatives ([www.prssa.prsa.org/about/Join/initiatives.html](http://www.prssa.prsa.org/about/Join/initiatives.html)) into your Regional Conference (250-word limit, 5 additional points each. You may reference your outline above).

***Sponsorship (15 points total)***

Describe your sponsorship outreach plans (250-word limit, 15 points):

**Regional Conference Committee (0 points total)**

**Provide a biography of the Regional Conference coordinator (250-word limit):**

**Provide the contact information below for other Chapter members who will assist with this event:**

Name: _____	Phone: _____
Email: _____	Chapter: _____
Name: _____	Phone: _____
Email: _____	Chapter: _____
Name: _____	Phone: _____
Email: _____	Chapter: _____
Name: _____	Phone: _____
Email: _____	Chapter: _____
Name: _____	Phone: _____
Email: _____	Chapter: _____

**Provide at least six different time blocks when you are available for an interview with the vice president of Regional Conferences between Friday, Sept. 22 and Monday, Oct. 2:**

1.	2.
3.	4.
5.	6.

***Optional Planning Points***

**Provide the name of the National Committee member you wish to attend and why (250-word limit):**

**Provide any planning to incorporate PRSA involvement and conversion for senior PRSSA members.**

**Please describe any awards given at the Regional Conference.**

**Please attach any supplementary materials for promotion and news generation (press release, media kit, etc.)**