



The Public Relations Student Society of America 2019 Regional Conference Extended Bid Form

Due: Thursday, November 1, 2018

To bid to host a Regional Conference, please submit this completed form and a letter of recommendation from your Faculty Adviser by Thursday, November 1, 2018. 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 Ryan Will: ryanwill.prssa@gmail.com
PRSSA Executive Director Jeneen Garcia: jeneen.garcia@prsa.org

Please be aware of the following:

- Interviews will be conducted with schools that submit a bid promptly following submission
- Please ensure you are available for a 15-20 minute interview during the week following submission
- Bids selected to host 2019 Regional Conferences will be announced on a rolling basis

Regional Conference Information

Host School(s): _____

Regional Conference Coordinator(s)

Name: _____
 School: _____
 Phone: _____
 Email: _____
 Address: _____

Name: _____
 School: _____
 Phone: _____
 Email: _____
 Address: _____

PRSSA Chapter(s) Information

President: _____
 School: _____
 Phone: _____
 Email: _____
 Address: _____

President: _____
 School: _____
 Phone: _____
 Email: _____
 Address: _____

Faculty Adviser: _____
 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(s) *Signature: _____
*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 2019 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 pt. font, with no alterations to size or format.**

3. Define the boundaries of your region in your own words (10 points):

Promotions (20 points)

1. Create a timeline for your Regional Conference promotional plan (10 points).
2. Describe how you would promote your Regional Conference at the PRSSA 2018 National Conference (200-word limit, 5 points):
3. Describe how you will promote your Regional Conference using social media (250-word limit, 5 points):

National Initiatives (15+ points)

1. Describe what tactic(s) you will use to incorporate High School/Community College Outreach into your Regional Conference (250-word limit, 15 points).
2. Describe other ways you will incorporate community service, cross-Chapter collaboration or other National Initiatives into your Regional Conference (www.prssa.prsa.org/about/Join/initiatives.html, 250-word limit, 5 additional points each).

Sponsorship (15 points):

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

Your 2019 Regional Conference Bid form will be judged on a basis of 100 points. There are opportunities to incorporate additional National Initiatives (realistically) into your program to gain more points – although, factors such as location, attention-to-detail and other traits will also be taken into consideration. Please feel free to reach out to the vice president of events and fundraising with any questions regarding this form.

Regional Conference Committee:

1. Provide a biography of the Regional Conference Coordinator(s):

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 events and fundraising within a week following bid submission.



Please list your preferred National Committee member that you would like to attend your conference and why you want them to attend (250-word limit): *We will try our best to pair National Committee members with Regional Conferences, but there is no guarantee that you will get your first-choice preference.*

Provide any additional information to incorporate PRSA involvement and conversion for senior PRSSA members (For example: partner with your PRSA Chapter to include a giveaway or similar):

Please describe any awards and/or recognition given at your Regional Conference (Star Chapter recognition, etc.):