

2012 Regional Conference Bid Form

Due Friday, September 9, 2011



To bid to host a Regional Conference, you must submit this completed form and a letter of recommendation from your Faculty Adviser by the deadline of Friday, September 9, 2011. You may submit additional materials (logo, promotional material, etc.) that would assist in the selection process but only this form and the letter of recommendation are required. All materials submitted must be typed.

Email bid to: Vice President of Regional Conferences: haley.j.higgs@gmail.com
National President: adam.aisner@gmail.com
Vice President of Education: jeneen.garcia@prsa.org

Interviews with schools that submit a bid will take place from Friday, Sept. 16 and Friday, Sept. 30. Make sure you are available for this 15 minute interview during these two weeks. Bids selected to host 2012 Regional Conferences will be announced in early October.

At least one representative from the schools that submit a bid should plan to attend the Regional Conferences Workshop on Sunday, Oct. 16 at the PRSSA 2011 National Conference in Orlando, FL.

Contact Haley Higgs, the vice president of Regional Conferences, if you have questions or for more information.

Regional Conference Information

Host School(s): _____

Proposed Date(s) (must be in spring 2012): _____

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 Regional Conferences and others during the pre- and post-planning.

Coordinator Signature(s) (electronic signatures permitted)

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Bids will be evaluated on the information provided in this form and during the phone interview. Point values have been assigned to each of the sections below so the bids may be evaluated quantitatively and to allow the vice president of Regional Conferences to provide better feedback to all Chapters.

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

Logistics (25 points total)

In 250 words or fewer, explain your theme and possible speaker topics (10 points):

Provide an outline or schedule of your event (5 points):

Provide a detailed outline of your budget (10 points):

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Registration & Participants (25 points total)

In 250 words or fewer, describe your registration policy, process and cancelation policy (5 points):

List all local PRSSA Chapters that you will encourage to attend (5 points):

In 350 words or fewer, describe your attendance goals and how you will achieve them (15 points):

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Promotions (30 points total)

In 250 words or fewer, describe how you will publicize your Regional Conference (5 points):

Create a timeline for your Regional Conference promotions (10 points):

In 200 words or fewer, describe how you would promote your Regional Conference at the PRSSA 2011 National Conference in Orlando, FL (5 points):

In 200 words or fewer, describe how you will promote your Regional Conference using social media (10 points):

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National Initiatives (20 points total)

In 250 words or fewer, describe three ways you will incorporate diversity into to your Regional Conference programming. Use PRSSA's Diversity Toolkit for a guide, www.prssa.org/diversity. (10 points)

In 250 words or fewer, describe other ways you could incorporate National initiatives (such as high school outreach and community service) into your Regional Conference (10 points):

Sponsorship (15 points total)

In 300 words or fewer, describe your sponsorship outreach plans:

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Regional Conference Committee

In 300 words or fewer, provide a brief biography of the Regional Conference coordinator(s):

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

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____

Provide at least five different time blocks when you are available for an interview with the vice president of Regional Conferences between Friday, Sept. 16 and Friday, Sept. 30:

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