OCALICONLINE 2024

Request for Proposal: Webcasting Services and Technical Support

Release Date: **April 12, 2024**
Deadline: **4:00 pm EDT, May 6, 2024**

Overview

OCALI, a project of the Educational Service Center of Central Ohio (ESCCO), is a recognized global leader in creating and connecting resources and relationships to ensure that people with disabilities have the opportunity to live their best lives for their whole lives.

One of the ways that OCALI inspires change and promotes access is through its marquee annual event that brings together researchers, experts, practitioners, parents, and families to collaborate and share ideas and best practices. OCALICONLINE 2024 marks the fifth year of hosting the event exclusively online, and the 18th year of providing participants with ample opportunities to transform inspiration into action.

The OCALICONLINE 2024 live event runs **November 19-22, 2024**, with video-on-demand continuing through **January 10, 2025.**

Several thousand participants from across the nation and around the world will come together this fall to learn, network, and share research, best practices, and resources to support people with autism spectrum disorder, sensory disabilities, and low-incidence disabilities across the lifespan.

Whether working across the lifespan, across agencies, or across the world, OCALI's goal remains the same: *To deliver a world-class learning experience that inspires change and promotes access to opportunities for people with disabilities.*

Additional information and details about OCALICONLINE 2024 can be found at **ocalicon.org.**

Title: OCALICONLINE 2024
Event Dates: November 19-22, 2024
Event Times: Half days Tuesday and Friday, full days Wednesday and Thursday
(*see below Schedule At-A-Glance for details*)
Video-on-Demand: November 20, 2024 – January 10, 2025
Host: OCALI
Location: Online
Content:
    Concurrent sessions:
        Duration: 1-hour
        Quantity: 250+
    Inclusive Leadership Session:
        Duration: 2-hours
        Quantity: 1
    Keynote/General Sessions:
        Duration: 1-hour
        Quantity: 2 (Opening Tuesday / Closing Friday)

Audience

Up to 3,000 participants from across the nation and around the world including educators, state, district, and building administrators, higher education faculty, national leaders, parents and family members, related service providers (including behavior specialists, psychologists, SLPs, etc.), and advocates.

Platform

OCALI's proprietary Session Sorter online event system and OCALI's own Zoom meeting and webinar accounts. OCALI will provide contractor with Zoom login information to manage accounts. Watch the 2023 Attendee Tutorial video to see how OCALI's online system integrates with Zoom.

The ESCCO on behalf of OCALI seeks a proposal for a virtual event webcasting services and technical support contractor for OCALICONLINE 2024, **November 19-22, 2024.**

Contractor will:

- Provide a sufficient number of technicians to serve up to 16 concurrent sessions and provide overlapping tech check preparation support for subsequent concurrent sessions;1-2 event manager(s), and requisite equipment and/or platforms to coordinate and manage the distribution of content delivery (i.e. concurrent sessions), streaming, and recording using OCALI-provided Zoom meeting and webinar accounts for up to 3,000 concurrent users over multiple days as outlined in the below Schedule-At-A-Glance
  - » OCALI will provide contractor with login details/access for all Zoom meeting and webinar accounts
- Technician tasks include, but are not limited to:
  - » Open Zoom meeting/webinar 30-minutes before the session start time for a tech check with presenter(s) and/or American Sign Language (ASL) interpreters. Tech check includes mics/audio levels, lighting, camera position, slide show, video playback, etc.
  - » Open Zoom meeting/webinar for all attendees at the designated start time
  - » Record session to OCALI's Zoom cloud
  - » Enable live transcript and closed captions for each session
  - » Integrate select ASL interpreter feeds from remote locations as needed. Number of ASL feeds TBD based on attendee request
  - » Provide overall technical support for presenters and/or ASL interpreters before, during, and after sessions including but not limited to assigning host/co-hosts, launching Zoom polls, managing breakout rooms, etc.
  - » If not using a 1:1 technician to session ratio, will balance running a live session with overlapping tech check for the succeeding session
- Ensure backup internet connection
- Ensure backup power
- Ensure overall sufficient bandwidth and technicians to handle all incoming and outgoing feeds
- Communicate and meet with OCALI as needed for conference planning, organization, and management

Optional Services

The following are not required for the purposes of this RFP, but if available, please include a separate description/quote:
1. Contractor records backup session recordings and will provide recordings as requested by OCALI in case of failed or any problems associated with Zoom cloud recordings. If requested by OCALI, provide backup recording no later than 12:00 pm EST the following day.
2. Contractor provides a streaming service for playback of OCALI-provided pre-recorded keynote sessions from 12:30 - 1:30 pm EDT on Tuesday and Friday for up to 3,000 simultaneous users. Preferred Zoom or other streaming service that allows for confirmation of individual viewers for continuing education (CEUs) tracking/verification.
3. Contractor provides a continuous all-day streaming service for playback of OCALI-provided pre-recorded segments for the OCALI Channel (Vimeo or equivalent) during all conference hours. OCALI Channel player will be embedded in OCALI Pass Session Sorter page.

Schedule At-A-Glance

Tuesday, Nov. 19		Wednesday and Thursday, Nov. 20-21		Friday, Nov. 22	
		8:30 – 8:45 am	Welcome/Open	8:30 – 8:45 am	Welcome/Open
9:30 - 11:30 am	Inclusive Leadership Focus Session	8:45 - 9:45 am	Session 1	8:45 - 9:45 am	Session 1
		9:45 – 10:00 am	Break	9:45 – 10:00 am	Break
		10:00 – 11:00 am	Session 2	10:00 – 11:00 am	Session 2
		11:00 – 11:15 am	Break	11:00 – 11:15 am	Break
11:30 am – 12:15 pm	[Offline]	11:15 am – 12:15 pm	Session 3	11:15 am – 12:15 pm	Session 3
12:15 – 12:30 pm	Countdown	12:15 – 12:30 pm	Break	12:15 – 12:30 pm	Break
12:30 – 1:30 pm	Grand Opening and Keynote	12:30 – 1:30 pm	Session 4	12:30 – 1:30 pm	Closing Keynote
1:30 – 1:45 pm	Break	1:30 – 1:45 pm	Break		
1:45 – 2:45 pm	Session 1	1:45 – 2:45 pm	Session 5		
2:45 – 3:00 pm	Break	2:45 – 3:00 pm	Break		
3:00 – 4:00 pm	Session 2	3:00 – 4:00 pm	Session 6		

Note: All times are Eastern Standard Time (EST).

Event Parameters

- Each session time slot will include up to 15 concurrent Zoom meetings and 1 Zoom webinar. All Zoom meetings will be presented live. Zoom webinar sessions may include a mix of live and pre-recorded sessions
    - » For the purposes of the RFP, *webinar* is defined as one or more presenting to a large group with no interaction between presenters and attendees except through text chat
    - » For the purposes of the RFP, *meeting* is defined as a collaborative event where all participants have the ability to see/hear and communicate with each other verbally or through text chat
    - » For those sessions that are pre-recorded, OCALI will provide Contractor the final pre-recorded files by **Friday, November 8, 2024**
- All session time slots are 60-minutes in length
- Unless OCALI contracts for #2 under Optional Services (p.2), all keynote/general sessions will be managed and supported by OCALI; contractor services are not needed during the following dates and times as illustrated in the Schedule At-A-Glance:
    - » Tuesday, November 19 | 12:30 – 1:30 pm
    - » Friday, November 22 | 12:30 – 1:30 pm
- If OCALI contracts for #2 under Optional Services (p.2), CONTRACTOR will provide, manage, and support both keynote/general sessions

Requirements for Proposal Preparation

Please submit the following as part of the official proposal. The submission will become the basis on which OCALI will judge the applicant's ability to perform the services included in the RFP.

Technical Proposal: (Organize and label sections accordingly)
1. **Cover page** – Includes company name, contact information, company biography, and proposal summary;
2. **Narrative Plan** – Communicates a coordinated approach to delivering services requested including but not limited to description of overall session management (coordination and support of presenters, integration and support of ASL interpreters, etc.), overall run of show (coordination and support of multiple sessions per time slot, and plans for overlapping set-up and preparation for succeeding time slots), identifying OCALI's roles and responsibilities for successful event preparation and delivery, proposed timeline for execution and support, commitment to understanding OCALI's vision, providing services that align with OCALI's mission and core function, ability to work collaboratively with OCALI and other designated providers such as ASL Interpreters, and overall method to project management;
3. **Work Samples** – Videos, links, or descriptions that showcase recent events or conferences of similar scope and size where similar services and supports were provided;

4. **Organizational Capacity** – Summary of likely project personnel with description of their roles and previous experience; description of any subcontractors and their role(s) and experience;
5. **Optional Services** – If available, please include a separate quote and description for equipment, platform(s), personnel, and any additional costs for Optional Services as outlined on p.2.

Cost Proposal:
1. Pricing structure – Outline pricing for services required to meet the requested items.
2. Contract agreement – Provide sample contract language typically used by Contractor.

Note: All quantities are estimated for the purposes of this RFP. Actual quantities may vary. CONTRACTOR should be prepared to offer equipment or services at the same rates listed in its response to this RFP ± 5% of the quantities listed. OCALI will only pay for actual quantities provided or work performed under contract.

PLEASE NOTE:

- Responses must follow the prescribed format or they shall be deemed non-responsive. Incomplete or late responses may be removed from consideration
- The cover page must be signed by the respondent
- Proposals should be prepared simply and economically, avoiding the use of elaborate promotional materials beyond those sufficient to provide complete presentation
- Any proprietary material submitted with the proposal that is considered confidential by the Applicant must specifically be so identified, and the basis for such confidentiality must be specifically set forth in the proposal
- Submission of quote does not constitute any type of binding Agreement or Contract between ESCCO/OCALI and respondent
- ESCCO/OCALI assumes no responsibility for any cost incurred in developing a response to this RFP
- ESCCO/OCALI reserves the right to accept or reject responses to this RFP at its sole discretion
- ESCCO/OCALI's decision is final with respect to the awarding of this Contract

RFP Process Schedule

Friday, April 12, 2024.. Release of RFP
April 12 – April 26, 2024................................. Inquiry Period*
April 26, 2024 .... Final Date for Receipt of Questions by 4:00 pm EDT
April 30, 2024 .... Final Date for Posting of Responses to Questions by 4:00 pm EDT
May 6, 2024 .... Proposals Due by 4:00 pm EDT
May 10-14, 2024.. Optional Applicant Interviews
May 24, 2024 .... RFP Award Announced

Questions will be answered and posted on the conference website (ocalicon.org) on a rolling basis.

Evaluation

Selection of Contractor will be based on but not limited to the following criteria:
- Knowledge and experience building and supporting virtual events and livestreaming
- Organizational capacity and experience to perform required services
- Narrative response describing and detailing how the Applicant would use its expertise, technologies, and resources to meet the objectives outlined in the scope of work
- Evidence of recent successful implementation of services similar to the scope of work outlined
- Evidence of knowledge and experience in supporting and/or meeting the accessibility needs of individuals with autism, and/or sensory disabilities, including visual impairments, blindness, hearing impairments, and/or deafness
- Overall cost of products/services
- Overall impression of proposal

ESCCO/OCALI may choose to schedule a virtual interview with Applicant to discuss RFP response. Optional interviews would be scheduled at Applicant's convenience May 10-14, 2024.

At its discretion, the ESCCO/OCALI is not required to select the Applicant that submits the lowest cost proposal for providing the services. Instead, the ESCCO/OCALI intends to select the Applicant submitting the proposal deemed by the ESCCO/OCALI to be in the ESCCO/OCALI's best interest. In making its selection, the ESCCO/OCALI may consider any other information, including information not requested in this RFP or not included in the proposals received.

In the event the ESCCO/OCALI is unable to negotiate a satisfactory contract with the top ranked Applicant, the ESCCO/OCALI may terminate negotiations with that Applicant and enter into negotiations with the Applicant submitting the proposal ranked next best. This RFP is not and shall not be construed as an offer of a contract by the ESCCO/OCALI. Any contractual arrangement will be evidenced solely by a Contract authorized by the ESCCO/OCALI.

Notification

All applicants will receive notification of the awarded contract by **May 24, 2024.** Notification will be sent to the primary contact by email.

The ESCCO/OCALI reserves the right to reject any and all proposals where the Applicant takes exception to the terms and conditions of the RFP or fails to meet the terms and conditions, including but not limited to, standards, specifications, and requirements as specified in the RFP.

The ESCCO/OCALI reserves the right to reject, in whole or in part, any and all proposals where the ESCCO/OCALI, taking into consideration factors including but not limited to, price and the results of the evaluation process, has determined that award of a contract would not be in the best interest of the ESCCO/OCALI or the state. Other factors may include:
- Past performances as reflected by the evaluations of previous clients with respect to factors such as control of costs, quality of work, meeting of deadlines, and other similar factors;
- The services offered are not in compliance with the requirements, specifications, and terms and conditions set forth in the RFP;
- Pricing offered is considered to be excessive in comparison with existing market conditions or exceeds the available funds of the state; or
- It is determined that award of a contract would not be in the best interests of the state.

The ESCCO/OCALI may award a contract in whole or in part to one or multiple contractors.

Proposal Submission

Questions about this RFP should be submitted in writing to **Nathan Ticknor,** Business and Strategic Development Consultant (**Nathan_Ticknor@ocali.org)** by **4:00 pm EDT, Friday, April 26, 2024.** Please use the subject line "2024 Webcasting Services and Technical Support RFP."

Email electronic copies of the proposal to **Nathan_Ticknor@ocali.org**. Please label clearly in the subject line to clarify it is a response to the 2024 RFP. The proposal must be received by **4:00 pm EDT, Monday, May 6, 2024.**