2020 National Meeting Graphic Design Request for Proposals

Purpose

Global Ties U.S. is seeking a graphic designer to develop the visual brand and associated content for the Global Ties U.S. 2020 National Meeting, which occurs January 22-25, 2020 at the Marriott Wardman Park in Washington, DC. The theme for this year’s event is “Faces of Exchange: Citizen Diplomacy in Focus.” All graphic elements should reflect this theme, as well as the overall dynamism of the international exchange field.

About Global Ties U.S.

When business, nonprofit, government, and academic leaders from around the world connect with their counterparts in the U.S. through international exchange programs, the relationships they forge become a powerful tool for addressing some of our biggest global challenges. For over 50 years, Global Ties U.S. has been making these kinds of connections possible.

As a nonprofit partner of the U.S. Department of State, we sustain a network that coordinates international exchange programs and brings current and future leaders from around the world to communities throughout the United States. We provide our members—from large, national organizations to smaller, community-based ones—with connections, leadership development, and professional resources, so that they are the strongest, most effective organizations they can be.

The leaders who participate in international exchanges—and the communities that host them—benefit from greater knowledge, further understanding, and deeper relationships. These shared experiences result in stronger local communities and a more peaceful, prosperous world.

About the National Meeting

The Global Ties U.S. National Meeting is the premier gathering of nonprofit organizations, U.S. government agencies, and leaders in the international exchange field. Held each year in Washington, DC, the National Meeting brings together over 1,000 participants over four dynamic days to gain high-level insights on trends affecting international exchanges, nonprofit management, and international affairs; engage in in-depth professional development opportunities; and build networks to strengthen international exchanges. This takes place through plenaries, sessions, networking events, exhibit hall, and more.

About the 2020 National Meeting

A unique component of the 2020 National Meeting will be the celebration of the 80th anniversary of the International Visitor Leadership Program (IVLP), the premier professional
exchange program of the U.S. Department of State. Since 1940, the IVLP has strengthened U.S.
engagement with countries around the world by connecting current and emerging foreign leaders
with their American counterparts through short-term visits to the United States. The 2020
National Meeting will celebrate the success of the IVLP through special guests and events that
reflect the history and future of the program, with an emphasis on our members who have hosted
IVLP participants in all 50 states since the program's inception.

Target Audience

The primary audience of the Global Ties U.S. National Meeting is representatives of our member
organizations who hail from 45 U.S. states, including Hawaii and the local DC area, as well as
from over 20 countries. The age range is broad (20-65 years old), with most being professionals
who work in nonprofits, education, and/or local governments. Secondary audiences include
employees of federal agencies, primarily the U.S. Department of State's Bureau of Educational
and Cultural Affairs, as well as from the Department of Homeland Security, USAID, Department
of the Interior, and beyond; these bodies establish, fund, and guide policy for international
exchange programs. Another subset of the target audience is the foreign diplomatic corps
(embassies, consulates, etc.) who serve as important partners in sustaining bonds between
international exchange participants and local U.S. hosts.

What We're Looking For

In sum, the aesthetic for the National Meeting should have broad appeal, while taking into
consideration the diverse needs of the audience. This includes bold, readable fonts for the
vision-impaired; high contrast, edgy artwork that speaks to a growing young demographic;
dynamic use of historical photos as homages to the older generation; and more.

The event logo should serve as the visual focal point of the registration website, email marketing,
print collateral, slide presentations, and social media content. Supporting graphics should draw
in potential attendees to the value that this event offers in networking and professional
development within the international exchange and nonprofit industries. The program book
design should be particularly eye-catching, as it serves as the main reference guide for all
attendees.

Scope of Work

The proposal should include development of the following:

Digital assets:

- Event logo (.png and .jpg in CMYK and RGB)
- Website banner (670x336)
- Cvent banner (851x315)
Social media banners for posts and profiles (Facebook, Twitter, LinkedIn)

Email banners (600x150, 600x250)

Speaker cards for social media posts

Templates:
- PowerPoint (.pptx) template to be used by session presenters and the plenary sessions
- Word (.docx) template for invitation letters

Publications:
- Program book (includes: cover, page layout, typeface, other graphic elements)
- Sponsorship prospectus (includes: cover, page layout, typeface, other graphic elements)

Other:
- Stage design mock-ups in consultation with the event display vendor
- Attendee tote bag
- Signage (for directions, welcome, sponsor logos, banners for registration desk and Atrium).

Phase I

Design mock-ups for the graphic presentation of the event theme, logo, and program book cover. Three mock-ups plus a wild card design is desired. Receive and implement feedback.

Phase I

Design and deliver digital assets; begin publication designs.

Phase III

Complete publication design; deliver assets for remaining (“Other”) projects.

Selection Criteria

The successful vendor will be able to demonstrate:

- A proven record of creating high-quality print and digital collateral for large conferences or events
- A collaborative spirit that prioritizes client input and timely communication
- An ability to work within the budgetary constraints of a small nonprofit organization

The vendor should deliver on:
- A series of initial design options for review and feedback
- All items outlined in the Scope of Work
- Original design files compatible with Windows OS delivered at the end of project

**Proposal Preparation and Submission**

In order to be considered for selection, candidates must submit a complete response to this RFP. Proposals should be thorough and detailed. Please submit the following items:

- Summary of your company’s background and experience in design, especially for events and conferences.
- A minimum of three (3) examples of similar projects. Links and/or references acceptable.
- An estimated timeframe to complete the Scope of Work.
- A breakdown of the entire pricing structure, including one-time fees, fees charged on a per-transaction or hourly basis, and fees for needs that may arise beyond the initial scope of work. If you have additional costs for more than two edits, please include this in your proposal.

**Additional Guidance**

You may reference our official [visual identity guidelines](#) to help inform the design concept; however, it is not required to adhere strictly to these when submitting proposals. Past event concepts are also available upon request.

**Ideal Project Timeline**

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<thead>
<tr>
<th>Date</th>
<th>Milestone</th>
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<tbody>
<tr>
<td>April 19</td>
<td>Proposals due</td>
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<tr>
<td>April 23</td>
<td>Vendor selected</td>
</tr>
<tr>
<td>May 4</td>
<td>Initial design options for review and feedback</td>
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<tr>
<td>May 15</td>
<td>Final logo files for selected design</td>
</tr>
<tr>
<td>May 18</td>
<td>Final digital assets submitted to Global Ties U.S.</td>
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<tr>
<td>September 14</td>
<td>Design mock-ups for program book internal pages</td>
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<tr>
<td>October 19</td>
<td>Draft content provided by Global Ties U.S.</td>
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<tr>
<td>Date</td>
<td>Event Description</td>
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<tr>
<td>October 30</td>
<td>Round one complete design provided to Global Ties U.S.</td>
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<tr>
<td>November 9</td>
<td>Round one edits submitted</td>
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<tr>
<td>December 14</td>
<td>Round two document submitted to Global Ties U.S. (InDesign CC format)</td>
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<tr>
<td>January 4</td>
<td>Final file submitted to printer</td>
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**Contact Details**

Submit proposals and questions by email to:

**Lola Pak**, Program Manager, Communications & Marketing, lpak@globaltiesus.org

**Vernell Queen**, Program Manager, Events, vqueen@globaltiesus.org