



Request for Proposal: Keynote Speakers

Alabama SHRM Annual State Conference

Sheraton Birmingham Hotel
2101 Richard Arrington Jr. Blvd North
Birmingham, AL 35203

conference.alshrm.org



ALSHRM22 Keynote Speaker RFP

I. Purpose

The purpose of this Request for Proposal is to solicit proposals for professional Conference Speakers for the upcoming Alabama Society for Human Resource Management (SHRM) Annual Conference and Exposition, sponsored by the Alabama SHRM State Council, hereby referred to as **ALSHRM** in this document. Conference Speakers must be willing to provide their services for the good of the Human Resources Management profession and in support of the goals and objectives of the Conference.

II. Background

ALSHRM Profile

ALSHRM represents human resources professionals in the State of Alabama and is the state affiliate of the [Society for Human Resource Management](#) (SHRM).

Founded in 1948, SHRM is the world's largest association devoted to human resource management. The Society has more than 250,000 members and is the global voice of the profession. ALSHRM is a volunteer-led, non-profit entity whose primary objective is to support the mission and initiatives of SHRM through education.

We coordinate professional development efforts, and serve as the conduit for communication among SHRM, chapters and at-large members. Alabama has 14 SHRM-affiliated chapters across the state, each providing programming and networking opportunities in the local area. In addition, the state is divided into 4 geographic districts with district directors that provide support to the chapters in their region. There are 5 student chapters that connect students attending Alabama schools to SHRM.

Our volunteer Council consists of a director and officers that manage the daily operations of the Council. There are also positions that represent the key areas of focus for the HR profession. Some of these areas include certification, college relations, diversity, governmental affairs, membership, and workforce readiness.

Conference Profile

ALSHRM expects Conference attendance of 300+ attendees, the majority of whom will include, but not be limited to, senior Human Resources (HR) professionals, supervisors, managers, and directors currently practicing in the Human Resources field from a variety of sectors across the state and other states as well.

Conference subjects and topics to be covered will include, but will not be limited to, the 15 Functional Areas of Knowledge in the SHRM Body of Competency & Knowledge™ (SHRM

ALSHRM22 Keynote Speaker RFP

BoCK™)[1] as well as the HRCI Body of Knowledge which consists of 6 content areas: Business Management and Strategy, Workforce Planning and Employment, Human Resource Development, Compensation and Benefits, Employee and Labor Relations, and Risk Management; all proposed presentations should meet the criteria for eligibility for recertification credit from both SHRM and HRCI. Preference may be provided for sessions designed for business and strategic programming at the senior leader level that results in HRCI-Business Credits. Additionally, presentations may focus broadly or narrowly on a type of business sector as it relates to for-profit, not-for-profit, public sector, and government contracting.

Conference sessions may be incorporated into various learning tracks such as Employee Engagement and Total Rewards, Legislative/Legal Updates, Talent Acquisition, etc.

The Conference will be held at The Sheraton Birmingham Hotel in Birmingham, Alabama. The Sheraton Birmingham Hotel offers a unique atmosphere for fun and learning in a business casual environment, with numerous opportunities for professional development, networking, and entertainment. The Conference will utilize a variety of learning formats, including concurrent breakout sessions, social and wellness breaks, and general session keynote addresses.

III. General Information

Send questions about this RFP to the Conference Speakers Committee at conference@alshrm.org.

All qualified persons are encouraged to submit proposals. ALSHRM does not discriminate against individuals in regard to age, color, disability, gender identity, family status, national or ethnic origin, political affiliation, race, religion, sex (including pregnancy), sexual orientation, veteran status, and family medical or genetic information.

Conference sessions and workshops are available as follows. Offerors may submit proposals for any or all of the services requested, each as a separate online submission.

- Fireside Chat: 20 minutes (0.25 hours) in length, intended audience of 300+ conference attendees during a lunch or other meal break
- Concurrent Session: one (1.0) hour in length, intended audience of 25-50 conference attendees
- Keynote Session: one hour and fifteen minutes (1 - 1.25 hours) in length intended audience of 300+ conference attendees

ALSHRM reserves the right to select proposals that, in its sole discretion, meet the planned events and theme of the Conference as well as the criteria set forth within this RFP.

ALSHRM22 Keynote Speaker RFP

Proposal information submitted by the due date will become the property of ALSHRM and will not be returned. Information submitted will not be shared or used outside of its intended purpose stated in this document.

Proposal submissions will not be viewed publicly. However, all offerors who made proposals will be notified of the results of this solicitation process.

ALSHRM reserves the right to accept or reject any or all proposals or waive any informality in its selection of Conference Speakers. Offerors must give notice in writing within two (2) business days after the closing date when exercising their right to withdraw their proposal. Notice shall be delivered to the Conference Committee via email at conference@alshrm.org.

IV. General Instructions and Selection Process

The ALSHRM Annual Conference Committee will evaluate the proposals received and select the professional Conference Speakers it desires to participate in the Conference. *The proposals shall be Responsive and Responsible.* A proposal is considered “Responsive” if it conforms exactly to the requirements in this Request for Proposals. A proposal is “Responsible” if the offeror has the capability, in all respects, to perform fully the contract requirements and the moral and business integrity and reliability which will assure good faith performance. Based on the selection criteria, ALSHRM will hold discussion/s with the best-qualified offerors and select the Conference Speakers who best meet the needs of the ALSHRM Annual Conference Committee. Offers of selection of Conference Speakers shall be at the sole discretion of the ALSHRM Annual Conference Committee.

An offeror’s submission shall include information highlighting your ability to meet each of the SELECTION CRITERIA listed below. The proposals will be evaluated considering the following items listed in rank order of importance with corresponding potential points as shown below in addition to the basic requirements outlined above.

1. Quality, availability, and adaptability of the services and related products offered in conjunction with ALSHRM’S desired needs for the ALSHRM Annual Conference. The proposed topic must address topics approved by SHRM and HRCI for professional recertification.
2. Quality of performance and services to previous and existing clients; reputation and experience of the selected offeror.
3. Capability of the selected offeror to perform the services desired by ALSHRM within a specific budget (pro bono publico) and time constraints and provide supportive and related administrative services to implement such services.

ALSHRM22 Keynote Speaker RFP

V. Timelines and Terms

The selected Speakers will be subject to the following provisions:

- A. **Agreement to Perform Conference Speaking Services.** The dates, timelines, and terms of the Conference speaking engagement will be outlined and confirmed in writing by the ALSHRM Annual Conference Committee to selected offerors after proposals are selected.
- B. **Indemnification and Insurance.** The selected offeror will indemnify and agree to hold ALSHRM harmless from any liability, which may be imposed against ALSHRM by reason of its acts or omissions.
- C. **Non-solicitation.** Marketing and sales to attendees may only be conducted in the Vendor Exhibition area if the Conference Speaker has also contracted to procure a booth. Conference presentations must not be used as a platform to promote products or services. If you are interested in procuring an Exhibitor's Booth, please contact us at conference@alshrm.org. Opportunities for sponsorships are also available through a variety of packages. Speakers may bring business cards and make them available to attendees of their session.
- D. **Discrimination prohibited.** The selected offeror will not discriminate against any employee or applicant for employment in regard to age, color, disability, gender identity, family status, national or ethnic origin, political affiliation, race, religion, sex (including pregnancy), sexual orientation, veteran status, and family medical or genetic information, unless required as a bona fide occupational qualification reasonably necessary to the normal operations of the selected offeror.

ALSHRM and the ALSHRM Annual Conference Committee reserves the right to cancel the engagement with the speaker at any time with or without cause and with or without notice, and in the event of any such cancellation, ALSHRM shall have no liability to the speaker as a result of the cancellation.