

SMPS

Society for Marketing
Professional Services
Arizona



REQUEST FOR PROPOSAL
2017/18 Software Training

Direct Questions and Proposals To:

Brandi Barr, Education Director
c/o T.Y. Lin International
60 E. Rio Salado Pkwy., Suite 501
Tempe, AZ 85281
Phone: (480) 333-4407
Email: Brandi.Barr@tylin.com



REQUEST FOR PROPOSAL

2017/18 Software Training

SUBMISSION DEADLINE: March 17, 2017 @ 4:00 PM (Arizona Time)

QUESTION DEADLINE: February 17, 2017 by 4:00 PM (Arizona Time)

Questions may be submitted in written form to:

Brandi Barr, SMPS AZ Education Director
c/o T.Y. Lin International
Email: Brandi.Barr@tylin.com

1. INTRODUCTION

The Society of Marketing Professionals, Arizona Chapter (SMPS) exists: To **ADVOCATE**, **EDUCATE**, and **COLLABORATE** for the architect/engineering/construction (AEC) industry to build business for a **THRIVING** economy. SMPS Arizona invites and welcomes proposals for their 2017/2018 software training education programs. Please take the time to carefully read and become familiar with the proposal requirements. All proposals submitted for consideration must be received by the time as specified above under the "Submission Deadline."

The purpose of this Request for Proposal is to enter a contractual agreement with one or more training provider(s) to provide training related to the Adobe Creative Suite, Microsoft Office, and/or Prezi. SMPS Arizona reserves the right to award the contract to the proposal that best accommodates the various training options, award to more than one firm, or not make an award. All costs incurred in the preparation of a proposal responding to this Request for Proposal will be the responsibility of the Offeror and will not be reimbursed by SMPS.

Proposer should note that any work intended to be sub-contracted as part of the bid submittal must be accompanied by background materials and references for proposed subcontractor(s).

It is expected that a decision will be made within two (2) weeks of the closing date for the receipt of proposals. Upon conclusion of final negotiations with the successful bidder, all Offerors submitting proposals in response to this Request for Proposal will be informed, in writing, of the decision.



Society for Marketing
Professional Services
Arizona



2. PROPOSAL DELIVERY

Include one (1) electronic PDF of the offeror’s proposal by the “Submission Deadline” specified on Page 1 of this Request for Proposal. These documents will become part of the contract. Offeror must use affirmative language (will, shall) when describing deliverables.

Submit proposal to:

Brandi Barr, SMPS AZ Education Director
c/o T.Y. Lin International
Email: Brandi.Barr@tylin.com

Late proposals will not be considered.

3. PAYMENT

SMPS will pay quoted costs to the successful bidder, after all commitments are met according to the contract.

If the Offeror fails to make delivery of its productions within the time schedule specified, SMPS may, by written notice of default to the Offeror, terminate the whole or any part of the contract.

4. PROPOSAL EVALUATION

Proposal responses should include the following components:

- **Quality of Course Objectives/Scheduling Options.** All possible scheduling options for completing (instructor led) courses in:
 - InDesign CC – Level I & II
 - Illustrator CC – Level I & II
 - Photoshop CC – Level I & II
 - Bridge CC
 - Acrobat
 - Microsoft Word for Desktop Publishing
 - Microsoft Project
 - Microsoft PowerPoint
 - Prezi
 - Other potentials, etc.
- Level I (Beginning/Intermediate) Level II (Intermediate/Advanced)*
- Provide three learning objectives participants can expect to obtain from these classes and course outlines.
 - Provide a sample syllabus for each course proposing on.



Society for Marketing
Professional Services
Arizona



- List the class materials that will be provided.
- Class schedule is optional to be phased throughout 2017/18.
- **Qualifications of Instructor(s).** Describe previous experience in providing information technology related training programs. If you have a recorded version of a previous training provided include a link or embedded it into your pdf.
 - Include resume for each instructor.
- **References.** Provide no more than three references for previous training provided.
 - Contact Information (name, company, phone number and email) and a description of the type of software training provided.
- **Cost Proposal.** Provide an itemized list of all hard-costs associated with these classes.
 - Number of participants may vary so options should reflect training that is available as special group training sessions.
 - SMPS will provide training space. Attendees will be required to bring their own equipment.

Proposals may be judged non-responsive and removed from further consideration if any of the following occur:

- The proposal is not received timely in accordance with the terms of this Request for Proposal.
- The proposal is not adequate to form a judgment by the reviewers.

Evaluation of each proposal will be based on the following criteria:

- Quality of Course Objectives/Scheduling Options (0 to 20 points)
- Qualifications of Instructor(s) (0 to 20 points)
- References (0 to 20 points)
- Total Cost of Training Program (0 to 10 points)
- Maximum Points = 70 points**

SMPS reserves the right to shortlist and interview or make an award without further discussion of the proposals submitted. SMPS will award the contract to the responsible Offeror with the highest total points.