

Graphic Designers of Canada (GDC) Alberta North Chapter Call for Submissions – Design Firm PICA 2011 Design Conference



Background

The Society of Graphic Designers of Canada (GDC) is a member-based organization of design professionals, educators, administrators, students and associates in communications, marketing, media and design related fields. Since 1956 the GDC has been an advocate, voice and resource for Canada's graphic design profession. We are a national certified body of graphic designers promoting high standards of visual design and ethical business practices for the benefit of Canadian industry, commerce, public service and education. Through the media, publications, seminars, events, conferences and exhibits, the GDC builds awareness of graphic design and its essential role in business and society.

At the GDC Alberta North Chapter, our focus is to inspire, educate and grow our own, thus strengthening our local industry by fostering an environment of; ethical business practice, professional development, industry guided curriculums, social and environmental responsibility, supporting and improving local business, creative culture and the local economy.

For more on the GDC please visit www.gdc.net

The Conference

PICA 2011 is a three day design conference for and about the graphic design profession and its complementary industries, and will be held in Banff, Alberta from April 14–26, 2011. There will be an opening reception on day one, four to five speakers on days two and three, a trade show and gala evening dinner.

Pica 2011 will be set against the beautiful Canadian Rocky Mountains in Banff, Alberta, Canada, less than an hour's drive from Calgary. A popular international tourist destination and playground for skiing and hiking, Banff is also home to first-class dining and shopping and natural hot springs.

The previous conference, PICA 2002 attracted more than 130 designers and creatives in Banff, Alberta, May 3–5, 2002 for a chance to network, nosh and hear from some of the design and advertising world's biggest talents. The theme, "How far will you go," inspired both speakers and attendees to examine their own willingness to take risks. Feedback from delegates and sponsors alike was very positive, even equating it to some of the bigger conferences held in centers like Vancouver or Toronto.

Deliverables

The GDC Alberta North Chapter is seeking a design firm to sponsor the design for PICA 2011. The chosen firm will be given three passes to the PICA 2011 conference and have their company logo placed on all print and web applications.

The GDC ABN Chapter has identified four phases of this project.

Phase 1 – Overarching conference theming

Phase 2 – Visual brand identity plus collateral

Phase 3 – Website development, copying writing and launch

Phase 4 – Conference and evening gala materials

Phase 1 – Overarching conference/gala theme and launch ideas

- Theme will be provided by the PICA 2011 conference committee, design firm to feel free to expand on given theme
- Mood boards demonstrating general direction of conference
- Unique ideas to build excitement around the event

Phase 2 – Visual brand identity and collateral

- Visual identity development
- Brand use guidelines if supplying mark to outside suppliers
- Event collateral correspondence and promotional material including:
 - Electronic stationary
 - Promotional PowerPoint template
 - Media, sponsorship, speaker info kits
- Awareness/informational campaign material (ie: posters, brochures/postcard, entry forms, Facebook/LinkedIn, etc. social media presence)
- Unique ideas to drive traffic to the website to register

Phase 3 – Website development, copying writing

- Approximately 6 pages:
 - General information page
 - Speakers bios
 - About Banff, hotel info, accommodations, amenities, things to do
 - Electronic registration form [pay pal]
 - About the GDC
 - Sponsors

Please see these web sites for reference:

<http://designconference2009.aiga.org/>

<http://howconference.com/GeneralMenu/>

<http://www.designthinkers.com/>

<http://www.designweekvancouver.ca/>

Phase 4 – Conference and evening gala materials

- Signage for conference facility
- T-shirt or pageantry for volunteer crew
- ID tags
- Take away for participants
- Gala evening program
- Gala evening PowerPoint

Note: All items recommended are open to evaluation and discussion.

Project Timelines

The following timeline is required:

The project will begin on **January 18, 2010** with the selection of a design firm. The work on the conference will begin on **January 19, 2010** and be completed by **April 30, 2011**.

Application Requirements

To apply for this contract, please complete the following:

1. A proposal, not more than 10 pages, single spaced, 1" inch margins and 12 point font (excluding references and appendices).
2. The proposal must specify the services to be provided.
4. Resumes of the proposed principal(s), co-consultants and sub-contractors.
5. Submit one electronic copy (MS Word or PDF preferred) of the proposal.
6. Submissions received after the closing date will not be accepted.

Sylvia Rigakis, MGDC

Pica 2011 Chair

E-mail: pastpresident.abnorth@gdc.net

Phone: 780.439.4658

Fax: 780.432.0258

Proposal Evaluation Criteria

Proposals will be evaluated based on:

- Overall completeness, clarity and quality of proposal with respect to stated objectives and requirements of the RFP.
- Demonstrated experience in print and web design for conferences.

General Conditions

1. The consultant must submit a signed project proposal by **5:00 pm MST on January 11, 2010**.
2. The GDC Alberta North Chapter reserves the right to amend or supplement the RFP, giving equal information and cooperation by way of issued addendum to all proponents as a result of any such amendment.
3. All cost incurred in the preparation and presentation of proposals in any way whatsoever shall be wholly absorbed by the consultant.
4. Proposals will be assessed in light of the evaluation requirements specified above.
5. GDC Alberta North Chapter will evaluate all acceptable proposals. The right is reserved to award a contract based directly on the proposals submitted or to negotiate further with one or more proponents.
6. The proposal shall be the property of the GDC Alberta North Chapter and shall not be published or released without the written consent of the GDC Alberta North Chapter.

Questions and Inquiries

Submissions may be preceded by exploratory inquiries with the Key Contact via email or phone.