



Request for Proposal: **Virtual Event Webcasting Services and Technical Support**
Release Date: **Monday, June 7, 2021**
Deadline: **4:00 pm ET | Friday, June 25, 2021**

OVERVIEW

OCALI is a 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 we inspire change is by bringing researchers, experts, practitioners, and families together to collaborate and share ideas and best practices.

OCALICONLINE 2021 marks the second year of hosting the event exclusively online, but the 15th year of providing participants with ample opportunities to transform inspiration into action. 2,000+ participants from across the nation and around the world will come together 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, our 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 2021 can be found at ocalicon.org.

EVENT PROFILE

Title: **OCALICONLINE 2021**
Dates: November 16-19, 2021
Host: OCALI
Location: Online
Content: Pre-recorded and live breakout networking sessions | Closing keynote on November 19
Platform: OCALI's proprietary Session Sorter online system utilizing Zoom and Vimeo (or equivalent) video conferencing, web conferencing, and/or video streaming services
Audience: 2,000+ from 40+ states and several countries including educators, state, district, and building administrators, higher education faculty, national leaders, parents, support personnel (including behavior specialists, psychologists, SLPs, etc.), and self-advocates

CONTACT INFORMATION

Contact: **Simon Buehrer, Conference/Events Manager**
Email: **events@ocali.org**
Phone: **(614) 410-0995**
Address: **OCALICONLINE 2021
470 Glenmont Ave.
Columbus, OH 43214**

SUMMARY

OCALI seeks a proposal and quote for a virtual event webcasting services and technical support contractor for OCALICONLINE 2021.

OCALI will:

- Produce and deliver event content in the form of pre-recorded video master files (.mp4) of approximately 55-60 minutes in length.
- Some content will be delivered live during the event.
- OCALI will host the conference through our in-house online Session Sorter platform.

View the 2020 Getting Started video to see how the Session Sorter platform integrates with Zoom.

Each timeslot will include 8-10 pre-recorded sessions and 2-4 live sessions:

- Tuesday-Thursday: Approximately 70-98 breakout sessions/day.
- Friday: Approximately 30-42 breakout session plus live closing keynote speaker through Zoom webinar.

OCALI will also provide pre-recorded content (i.e. breaks and Slow TV) for webstreaming. The contractor will provide a separate webstreaming channel (Vimeo or equivalent).

Contractor will:

- Coordinate and manage content delivery through Zoom meeting, Zoom webinar, and Vimeo (or equivalent) channels.
- Provide technical support for presenters and ASL interpreters before, during, and after pre-recorded and live breakout sessions.
- Activate closed captions for each breakout session.
- Ensure each breakout session is recorded to the Zoom cloud.

Services and supports to be provided include:

Personnel/Event Management

- Designate one (1) primary contact during all phases of planning, production, and delivery of OCALICONLINE 2021.
- Designate one (1) web producer to oversee all phases of webcasting planning, production, and delivery of OCALICONLINE 2021. Note: Web producer could also be the primary contact.
- Dedicated 1:1 technical support for each session (estimated 25-30 total technicians/day).
 - » Coordination and technical support for loading/preparing of OCALI-provided 200+ pre-recorded breakout sessions for playback during each of the 4 days of the conference.
 - » Coordination, technical support, streaming, and ensure Zoom recording (for on-demand playback) of 200+ total pre-recorded breakout sessions and up to 72 live discussions during the conference. OCALI requires 1:1 technical support per concurrent session.
 - » Coordination and use of spotlight and/or picture-in-picture technology to include American Sign Language (ASL) interpreters during playback of pre-recorded as well as live sessions.
- Coordination, scheduling, and playback of OCALI-provided pre-recorded video content (i.e. breaks, Slow TV) on webstreaming channel (Vimeo or equivalent). OCALI may elect to use its own Vimeo account or equivalent, but please include this cost in your quote.

Equipment/Software

- Up to 28 Zoom accounts (22 webinars and 6 meetings) for 500 attendees each with ability to record to the cloud (with sufficient GB storage for all recordings) and closed captioning for content delivery during event.
 - » **Option A: Contractor Zoom Accounts** Contractor provides Zoom accounts and offers OCALI full administrative access of contractor's Zoom accounts by late October 2021 through the middle of January 2022.
 - › OCALI will create all Zoom links for the attendees and the behind-the-scenes links for presenters and interpreters.
 - › OCALI will access cloud recordings of each session to set up video on demand each day throughout the conference. OCALI will also download all recorded videos.
 - › OCALI will collect attendee data from accounts after the close of the video on demand window.
 - » **Option B: OCALI Zoom Accounts** OCALI provides Zoom accounts and offers contractor administrative access to all of OCALI'S Zoom webinar and meeting accounts during the week of the event.
 - › Contractor will coordinate, provide technical support, streaming, and ensure recording to Zoom cloud.
- Contractor provides one (1) additional Zoom meeting account for lead producer, technicians, and OCALI for continued communications and troubleshooting during all 4 days of conference.
- Contractor provides one (1) Zoom webinar for Friday keynote session to support up to 3,000 simultaneous viewers (with closed captioning, multiple presenters, multiple interpreters, Q&A feature, and chat) to be recorded and video provided to OCALI by 4:00 pm ET, Friday, November 19.
- Contractor provides one (1) webstreaming channel (Vimeo or equivalent) to support up to 3,000 simultaneous viewers (OCALI may elect to use its own Vimeo account or equivalent, but please include this cost in your quote).
- Battery back-up and/or redundancy electric and internet connectivity systems at contractor's master control headquarters and/or any ancillary/supporting locations to support continued delivery of services in the event of power failure or disruption.

Scope of Work

Contractor – Primary Contact

- Coordinates and oversees meetings and ongoing communications between OCALI and Contractor personnel (Web Producer, Session Technicians, and Vimeo or equivalent technician).

Contractor – Web Producer

- Serves as lead over all technicians and overall delivery of webcasting services and technical support.
- Meets at least monthly (August-November) with OCALI to review project work, timeline, and deliverables.
- Meets multiple times in November with OCALI to review details, run of show, and coordinate technicians.
- Available and accessible throughout the entire conference for a morning touch base, end-of-day debriefing, and troubleshooting as needed each day.
- Management and oversight of loading and preparation of master files for playback over Zoom webinar and/or meeting and Vimeo during all 4 days of the conference.
- Management and oversight of all conference content, session technicians, and general event delivery.

Contractor – Breakout Session Technicians

- OCALI requires a 1:1 technician to session ratio.
- Contractor to coordinate two sets of Technician Teams (Team A and Team B) to support each breakout session timeslot (approximately 10-14 technicians for Team A and 10-14 technicians for Team B).
 - » See below At-A-Glance and *Appendix A: Session Schedule Overview*
- Technicians will meet with presenters and ASL interpreters (when needed; interpreters will not be in every session) 30 minutes before the start of each session to check-in and prepare for session.
 - » Presenters for pre-recorded sessions will be “live” only through chat and Q & A feature. Technician to explain and provide assistance with using Zoom chat, as needed.
 - » Presenters for live sessions will use video/audio and/or chat to present and engage with attendees.
 - » ASL interpreters work in pairs and switch off at appropriate breaks in content (approximately every 20 minutes). OCALI will provide contractor a schedule of sessions that will have ASL interpreters. Not every session will include ASL interpreters.
- Technician to activate Zoom Closed Captions for each breakout session.
- Technician to activate picture-in-picture, spotlight, or other option for including ASL interpreters. Technician will ensure that final ASL interpreter has completed interpreting before ending session.
- Technician to ensure recording of each breakout session to the Zoom cloud.
- At conclusion of session, end the session recording.
- On Friday, provide live technical support during closing keynote session.
 - » Session will be a Zoom webinar for up to 3,000 simultaneous viewers.
- If session technicians are located in multiple sites, OCALI requests contractor to designate lead technician in each location.
 - » Lead technicians to attend pre-conference meetings in November to review show details.

Contractor – Vimeo or Equivalent Technician

- Coordinate loading, scheduling, and preparation of master files for playback through Vimeo channel or equivalent.
- Provide OCALI with a single link to be used to access all Vimeo content throughout the conference.
- OCALI may elect to use its own Vimeo account or equivalent and its own technician, but please include this cost in your quote.

AT-A-GLANCE SCHEDULE

Time	Tuesday Nov. 16	Wednesday Nov. 17	Thursday Nov. 18	Friday Nov. 19
8:30 – 8:45 am	Opening/Welcome	Opening/Welcome	Opening/Welcome	Opening/Welcome
8:45 – 9:45 am	Session (Team A)	Session (Team A)	Session (Team A)	Session (Team A)
9:45 – 10:00 am	Coffee Break	Coffee Break	Coffee Break	Coffee Break
10:00 – 11:00 am	Session (Team B)	Session (Team B)	Session (Team B)	Session (Team B)
11:00 – 11:15 am	Break	Break	Break	Break
11:15 am – 12:15 pm	Session (Team A)	Session (Team A)	Session (Team A)	Session (Team A)
12:15 – 12:45 pm	Lunch Break	Lunch Break	Lunch Break	Lunch Break and Closing Keynote <i>End by 2:00 pm</i>
12:45 – 1:45 pm	Session (Team B)	Session (Team B)	Session (Team B)	
1:45 – 2:00 pm	Break	Break	Break	
2:00 – 3:00 pm	Session (Team A)	Session (Team A)	Session (Team A)	
3:00 – 3:15 pm	Energy Break	Energy Break	Energy Break	
3:15 – 4:15 pm	Session (Team B)	Session (Team B)	Session (Team B)	
4:15 – 4:30 pm	Break	Break	Break	
4:30 – 5:30 pm	Session (Team A)	Session (Team A)	Session (Team A)	

Note: All times are Eastern Time (ET).

APPENDIX A – SESSION SCHEDULE OVERVIEW

OCALI requires a 1:1 technician to session ratio. Each session will include a :30 prep time immediately before the start of the session with presenter(s) and interpreters (if applicable). Technician will either start playback of :55-:60 pre-recorded sessions OR open live session to meeting attendees and ensure recording to Zoom cloud. A wrap up at the conclusion of the session will ensure finalizing of recording to the cloud and thanking presenter(s) and interpreters (if applicable). OCALI requests two sets of teams (Team A and Team B) to ensure adequate coverage of all sessions.

Appendix A – The Session Schedule Overview provides a visual table.

KEY DATES AND DEADLINES

Monday, June 7	Release RFP – Webcasting Services and Technical Support
Monday, June 7 – Monday, June 14	Inquiry Period – Questions submitted to events@ocali.org are due by 12:00 pm ET, June 14
Wednesday, June 16	All questions/responses posted by 12:00 pm ET on ocalicon.org
Friday, June 25	Response Deadline Responses due by 4:00 pm ET
Thursday, July 8 – Friday, July 9	TBD – Optional interviews with finalists
Friday, July 23	RFP Award Announced Contract issued to successful applicant
Friday, July 30	Signed contract due by 4:00 pm ET
August – October	TBD – Monthly meeting between SPOC and OCALI
Tuesday, November 2	Pre-Con Meeting
Tuesday, November 9	Pre-Con Meeting
Monday, November 15	Pre-Con Meeting
November 16-19	OCALICONLINE 2021

ELEMENTS OF RESPONSE

Responses to this RFP should include a comprehensive description of the contractor's services and supports and supporting documentation in the form of photos, videos, visuals, renderings, samples, etc.

Responses should include the following elements:

- Commitment to project scope and key dates/deadlines
- Name, position, and contact information for one (1) primary contact
- Name and contact information for one (1) web producer
- Narrative response describing and detailing applicant's supports and services
 - » Personnel and Event Management
 - › Please specify capacity for roles as outlined under Scope of Work
 - » Equipment and Software
 - › Please include a quote and willingness for Option A and/or Option B
- Evidence of successful service of recent online events of similar size, scope, and complexity (minimum of two (2) events during last twelve (12) months).
 - » Two (2) professional references/recommendations from two (2) current or previous clients.
- Evidence of knowledge and experience in supporting and/or meeting the accessibility needs of individuals with sensory disabilities, including visual impairments, blindness, hearing impairments, and/or deafness.
- Photos, illustrations, samples, and/or renderings of prior events and/or a showcase of applicant's services and supports.
- Additional services, supports, or equipment offered or recommended beyond the scope of this RFP.
- Insurance certificate or evidence of insurance coverage in the amount of \$1,000,000.
- Quote for each area including personnel, services, equipment, rates for regular/overtime labor, and ancillary costs outlined in this RFP with authorized signature/date. An electronic signature is acceptable.

Responses are due: 4:00 pm ET, Friday, June 25, 2021.

NOTIFICATION

All applicants will receive notification of acceptance or denial by **Friday, July 23, 2021**. Notification will be sent to the primary contact by email.

APPENDIX A – SESSION SCHEDULE OVERVIEW



Session Schedule Overview November 16 - 19, 2021

There will be approximately 10-14 sessions per time block. Since the 30-minute advance presenter/interpreter prep overlaps with the previous time block, OCALI asks for two sets of session technicians: Tech A group (in yellow) and Tech B group (in blue). The schedule will be the same for Tuesday-Thursday, November 16-18. Friday, November 19, will use the same morning schedule, hosting three time blocks of sessions followed by a 15-minute break from 12:15-12:30pm, with the closing keynote starting at 12:30pm and the conference concluding by 2:00pm.

Time	Activity	8:00 am	9:00 am	10:00 am	11:00 am	12:00 pm	1:00 pm	2:00 pm	3:00 pm	4:00 pm	5:00 pm	6:00 pm
8:00 am	Opening	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep
9:00 am	Slow TV	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)
		8:45 - 9:45	8:45 - 9:45	8:45 - 9:45	8:45 - 9:45	8:45 - 9:45	8:45 - 9:45	8:45 - 9:45	8:45 - 9:45	8:45 - 9:45	8:45 - 9:45	8:45 - 9:45
10:00 am	Break	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up
		Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep
11:00 am	Slow TV	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)
		11:15 - 12:15	11:15 - 12:15	11:15 - 12:15	11:15 - 12:15	11:15 - 12:15	11:15 - 12:15	11:15 - 12:15	11:15 - 12:15	11:15 - 12:15	11:15 - 12:15	11:15 - 12:15
12:00 pm	Break	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up
		Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep
1:00 pm	Slow TV	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)
		12:45 - 1:45	12:45 - 1:45	12:45 - 1:45	12:45 - 1:45	12:45 - 1:45	12:45 - 1:45	12:45 - 1:45	12:45 - 1:45	12:45 - 1:45	12:45 - 1:45	12:45 - 1:45
2:00 pm	Break	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up
		Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep
3:00 pm	Slow TV	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)
		3:15 - 4:15	3:15 - 4:15	3:15 - 4:15	3:15 - 4:15	3:15 - 4:15	3:15 - 4:15	3:15 - 4:15	3:15 - 4:15	3:15 - 4:15	3:15 - 4:15	3:15 - 4:15
4:00 pm	Break	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up
		Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep	Presenter/Interpreter Prep
5:00 pm	Slow TV	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)	Webinar Session (Tech A)
		4:30 - 5:30	4:30 - 5:30	4:30 - 5:30	4:30 - 5:30	4:30 - 5:30	4:30 - 5:30	4:30 - 5:30	4:30 - 5:30	4:30 - 5:30	4:30 - 5:30	4:30 - 5:30
6:00 pm	Break	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up	Wrap Up

Zoom channel: runs continuously all day

Zoom webinar and meetings: Tech Group A (1:1 tech per session)

Zoom webinar and meetings: Tech Group B (1:1 tech per session)

Note: OCALI will provide a list of sessions where interpreters will be present. They will not appear in every session during each of the time slots, but could be requested for any session during any time. Interpreters will check-in along with the presenters 30 minutes in advance of the session start time.