



# **JOURNEY TO 2021**

**HR Virginia Annual Conference**

April 11 - 14, 2021 | Norfolk, Virginia

## **REQUEST FOR PROPOSALS**

for

## **PROFESSIONAL CONFERENCE SPEAKERS**

**HR VIRGINIA 2021 ANNUAL CONFERENCE**

Hilton Norfolk The Main

Norfolk, Virginia

[www.hrvirginia.org](http://www.hrvirginia.org)

<https://events.bizzabo.com/245105>

**April 11 – 14, 2021**



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### Preface:

**Please note:** While our current plans are to meet in-person at Hilton Norfolk - The Main for the 2021 HRVirginia Annual Conference scheduled for April 11 – 14, 2021, we are realistic knowing this may not be possible in light of the current COVID-19 pandemic status. At this time, we are considering the following options: 1. In-person conference (practicing social distancing and other CDC recommended precautions), 2. Hybrid conference, offering both in-person and virtual simultaneous conferences, and 3. Virtual-only conference. All on-site and virtual A/V needs will be provided by a technology vendor of our choosing.

If you decide to apply for a speaker position, you will be asked during the on-line application process if you are willing to speak on-site only at the Hilton Norfolk – The Main, virtually only, or both.

The safety of all our guests, including our Presenters, is paramount. In order to provide the safest environment possible for all in attendance. we will expect everyone on site to follow the established safety precautions as mandated by the state, city, hotel and/or the conference leaders. Due to the volatile nature of the pandemic, changes to our conference structure, up to and including cancellation, may become necessary. We will communicate changes as they become necessary.

## I. Purpose

The purpose of this Request for Proposals (RFP) is to solicit proposals for professional Conference Speakers for the upcoming Virginia Society for Human Resource Management (SHRM) Annual Conference, sponsored by HR Virginia – Virginia SHRM State Council, hereby referred to as **HR Virginia** in this document. Conference Speakers must be willing to provide their services *pro bono publico* (without expectation of payment) for the good of the Human Resources Management profession and in support of the goals and objectives of the Conference.

## II. Background

### HR Virginia Profile

HR Virginia represents well over 10,000 human resource professionals in the State of Virginia and Washington, DC 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. HR Virginia is a 100% volunteer, 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. Virginia has 19 SHRM-affiliated chapters across the state, each providing programming and networking opportunities in the local area. In addition, the state is divided into 5 geographic districts with district directors that provide support to the chapters in their region. There are 37 student chapters that connect students attending Virginia schools to SHRM.

Our volunteer Council consists of a president 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 & inclusion, governmental affairs, membership, technology, and workforce readiness/veterans, international, and SHRM Foundation.

### **Conference Profile**

HR Virginia expects Conference attendance of 600+ 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 Commonwealth of Virginia and other states as well.

Conference subjects and topics to be covered will include, but not limited to, the 15 Functional Areas of Knowledge in the SHRM Body of Competency & Knowledge™ (SHRM BoCK™)<sup>1</sup> 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 Entry Level HR “nuts and bolts,” “Mega” Series in HR, Leadership, and / or Strategic Management.

At this time, we remain hopeful that the Conference will be held at Hilton Norfolk The Main in Norfolk, Virginia. This venue offers an atmosphere for fun and learning for our conference attendees 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, extended Mega sessions, and general session keynote addresses.

### **Conference Theme**

You are encouraged to incorporate the HR Virginia 2021 Annual Conference theme, *Journey to 2021*, in your session title and presentation. Reflect on Human Resources’ history of impact and influence, explore today’s challenges, while looking ahead to create workplaces, leaders and a workforce of the future.

Disruptive forces are sharply changing how we live and work, creating an imperative for organizations to adapt quickly. Some see disruption as a challenge, some see it as an opportunity. Disruption is creating key areas that HR must address: The future of the organization, The future of the workforce, and The future of how work gets done. New era. New challenges. New HR role. HR’s new role is about stewarding the culture of respect and equity at all levels, setting and achieving the workforce and talent agenda, delivering the business strategy, driving workforce performance and engagement, and enhancing the experience for the organization’s people. Companies must quickly anticipate, adapt, maneuver, make decisions, and shift course in an agile way more than ever before to brave the future.

There is much to consider, much to learn, and much to appreciate and celebrate as we continue our journey through 2021. The conference is an opportunity for our community to celebrate our contributions and become inspired by – and participate in – where we are going. Embrace future possibilities for improving ourselves, and building relationships, in the world of work.

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<sup>1</sup> More information about the SHRM BoCK can be found by visiting <http://www.shrm.org/certification/about/bodyofcompetencyknowledge/pages/default.aspx>  
2021 Annual Conference Speaker RFP

### III. General Information

1. Send questions about this RFP to the Conference Speakers Committee at [speakers@hrvirginia.org](mailto:speakers@hrvirginia.org)
2. All qualified persons are encouraged to submit proposals. HR Virginia 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.
3. Conference sessions and workshops are available as follows. Offerors may submit proposals for any or all of the services requested, all submitted on one speaker application form.
  - Concurrent breakout session, one hour (1.0 hour) in length (intended audience of 100 – 200 conference attendees)
  - Mega session, two hours (2.0 hours) in length intended for in-depth coverage of a topic with attendee participation intended audience of 100 – 150 conference attendees
  - General session keynote address, one hour and fifteen minutes (1 - 1.25 hours) in length intended audience of 500+ conference attendees

HR Virginia 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.

4. **To complete the HR Virginia 2021 Annual Conference Speaker Application process**, all speaker RFP information will be collected through an on-line submission form at the Conference website, Speaker page using this link: <https://events.bizzabo.com/245105/page/1608204/apply-to-speak> **New for 2021, those speakers wishing to apply for more than one session, should enter all presentations on the same submittal. Submissions are due no later than 5:00 PM (est) on Friday, November 13, 2020.**
5. Proposal information submitted by the due date will become the property of HR Virginia and will not be returned. Information submitted will not be shared or used outside of its intended purpose stated in this document.
6. Proposal submissions will not be viewed publicly. However, all offerors who made proposals will be notified of the results of this solicitation process.
7. HR Virginia 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 Speakers Committee via email at [speakers@hrvirginia.org](mailto:speakers@hrvirginia.org)

### IV. General Instructions and Selection Process

The HR Virginia Annual Conference Program 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, HR Virginia will hold discussion/s with the best-qualified offerors and select the Conference Speakers who best meet the needs of the HR VIRGINIA Annual Conference Committee. Offers of selection of Conference Speakers shall be at the sole discretion of the HR Virginia Annual Conference Program 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 HR VIRGINIA'S desired needs for the HR Virginia 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 HR VIRGINIA within a specific budget (pro bono publico) and time constraints and provide supportive and related administrative services to implement such services.

## V. Proposal Instructions

All proposal information will be collected through an on-line speaker submission form located on the HR Virginia 2021 Conference website at <https://events.bizzabo.com/245105/page/1608204/apply-to-speak>. Please be mindful of grammar, spelling and capitalization as your information will flow directly to other areas of the Conference website and App if you are approved as a speaker. Presenters may submit multiple session topics, each on a separate on-line form. The online submission process will ask for the following information:

- A. **Personal Information** to include First Name, Last Name, Email Address, First Name for Name Badge, Mobile Phone, Bio Summary, LinkedIn Page, Twitter Handle.
- B. **Professional Information** to include Company Name, Job Title, Company Website, Work Phone, City, State, Profile Image, Professional Designations for Name Badge.
- C. **Session Information (Note: Multiple sessions must be submitted on one application; otherwise each previous submittal will be cancelled out.)**
  1. **Session Title.** State the proposed title of your presentation, session, or workshop. HR VIRGINIA reserves the right to suggest changes in the proposed session/s and to edit the session title if your proposal is accepted.
  2. **Session Description.** In eighty (80) words or less describe your proposed topic for your presentation, and specifically address the relevance of your proposed topic to HR professionals. Be concise as possible as this will appear in the Agenda section of the HR Virginia 2020 Annual Conference website and app. HR VIRGINIA reserves the right to revise the description for consistency, applicability and space limitations
  3. **Session Type.** Indicate the recommended/preferred amount of time that should be dedicated to this subject.
    - Breakout sessions will be one hour (1.0 hour) in length
    - Mega sessions will be 2 hours in length to allow more in-depth discussion
    - Keynote addresses will be one hour to one hour and fifteen minutes (1 - 1.25 hours) in length and presented as a general session for all attendees
  4. **Program Level, HRCI and SHRM Body of Knowledge Area** and if the submitted presentation has been previously approved by SHRM or HRCI for credit.

**Program Level**

Entry level professionals  
Mid-level professionals  
Senior professionals

**HRCI BoK Area**

Business Management and Strategy  
Workforce Planning and Employment  
Human Resource Development  
Employee and Labor Relations  
Compensation and Benefits  
Risk Management

**SHRM BoCK Area**

Leadership & Navigation  
Business Acumen  
Ethical Practice  
Relationship Management  
Consultation  
Critical Evaluation  
Global & Cultural Effectiveness  
Communication  
HR Functional Expertise: People  
HR Functional Expertise: Organization  
HR Functional Expertise: Workplace

5. Three (3) Learning Objectives for the proposed Presentation. Each objective should specifically indicate the results and outcomes you seek in terms of participants' knowledge, skills, and behavior, such as: ***“After participating in this workshop, participants will be able to...”*** Please reference specific responsibilities and knowledge areas from the HRCI HR Body of Knowledge, available for reference at <https://www.hrci.org/how-to-get-certified/preparation-overview/human-resource-body-of-knowledge> and the SHRM BoCK, <https://www.shrm.org/learningandcareer/competency-model/pages/default.aspx>
6. Books you have authored.
7. List any unique AV and / or room configuration requirements. PLEASE NOTE: All session rooms will be set in a classroom or theater configuration and equipped with internet access, a laptop computer with audio cable, projector, screen, wireless clicker and presenters equipped with a wireless lavalier microphone. Additional AV or room configuration needs must be noted in your proposal and approved by the HR Virginia Conference Planning Committee.
8. Evidence of Professional Qualifications and Credentials. Include relevant education, Professional Certifications, personal and professional awards and/or commendations received personally or as a “key player” in the organization for specific project/s. Include your public speaking experience/s, listing similar presentations with particulars about when, where, size of audience, subject, etc. You may attach a resume for further elaboration.
9. Demonstration of Presenter Ability. Provide evaluation results from a past presentation on the topic and a link or video attachment of you presenting that demonstrates your style and ability. ***Proposals for general session keynote speakers will not be considered without a video.*** Preferred videos will include content related to the proposed topic.

10. Professional References. Provide the names, addresses, telephone numbers and email addresses of three (3) references, specifying the context in which the references know you and are familiar with your skills as a workshop presenter or speaker.

11. Prior Presenter at a HR Virginia/Virginia SHRM State Conference. Please list the dates and topics where you have presented at a prior HR Virginia/VASHRM Conference.

12. Co-Presenter(s). If co-presenter(s) are being proposed for your presentation, please provide their name(s), mailing address(es), phone number(s), fax number(s), and email address(es) as well as the same information required in the Specific Proposal Instructions, Items C, E and F for each presenter.

- D. **Credentials & Acknowledgement:** The proposed presenter's acknowledgement on the on-line submission acknowledges that he/she will provide professional conference speaking services *pro bono publico* for the good of the Human Resources Management profession and in support of the goals and objectives of the Conference. Any requested exceptions to this practice must be detailed in your proposal and are subject to review by HR VIRGINIA and the HR Virginia Conference Planning Committee.

## VI. 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 HR Virginia Annual Conference Program Committee to selected offerors after proposals are selected.
- B. **Pro Bono Publico.** Presenters selected must be willing to provide their services *pro bono publico* (without expectation of payment) for the good of the Human Resources Management profession and in support of the goals and objectives of the Conference. Accepted Speakers can expect:
- a wide range of exposure to Human Resource professionals across Virginia and DC, including listings on the conference website and program;
  - ability to participate in all Conference activities, including meals, at no charge on the day(s) of their presentation(s);
  - discounted registration to the entire conference (**advance registration is the speaker's responsibility**); and
  - the location provides ample accommodations. Speakers are responsible for booking accommodations directly with their hotel of choice for the night(s) required. **The cost of the room is the speaker's responsibility.**
  - We cannot guarantee room availability at the Hilton The Main as rooms are first come first serve. We encourage you to decide about your attendance for the full conference quickly upon being notified of your acceptance to speak.
- C. **Indemnification and Insurance.** The selected offeror will indemnify and agree to hold HR VIRGINIA harmless from any liability, which may be imposed against HR VIRGINIA by reason of its acts or omissions.
- D. **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 visit our website at <https://events.bizzabo.com/245105/home>. Opportunities for sponsorships are also available through a variety of packages.

- E. ***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.

***HR Virginia and the HR Virginia 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, HR Virginia shall have no liability to the speaker as a result of the cancellation.***