

**Request for Proposal  
2022 NACCDO-PAMN NATIONAL CONFERENCE HOST**

**National Association of Cancer Center Development Officers (NACCDO)  
Public Affairs and Marketing Network of National Cancer Centers (PAMN)**

**Background**

The National Association of Cancer Center Development Officers (NACCDO) and the Public Affairs and Marketing Network of National Cancer Centers (PAMN) hold an annual joint conference to analyze and discuss issues affecting the nation’s leading academic-based cancer centers.

Session topics range from “big picture” cancer research and treatment presentations to breakout sessions focusing on the strategic, tactical and “best practice” aspects of public affairs, marketing and development activities. Networking among NACCDO and PAMN attendees, as well as between attendees and conference sponsors/exhibitors is a tremendous benefit of the conference.

Former host institutions report that the conference generated valuable visibility for their cancer center and greater enthusiasm for outreach activities on the part of their leadership and faculty.

**Request**

The NACCDO Board of Directors and PAMN Steering Committee jointly request a member cancer center to serve as the National Conference Host.

**Scope**

The NACCDO-PAMN Conference has grown considerably during the past several years, with an average of more than 400 attendees. This Conference provides a unique opportunity to host a meeting that is entirely cancer-focused. The high-caliber plenary and breakout sessions are geared specifically for professionals at NCI-designated or NCI-funded cancer centers, offering them the opportunity to grow as development, public affairs and marketing professionals.

The Conference also provides attendees with the opportunity to learn best practices from colleagues, as well as innovative strategies from national experts in the areas of development, public affairs and marketing.

**Host Institution Listing**

NACCDO-PAMN held its first annual conference in 1987 at Fox Chase Cancer Center in Philadelphia.

Other host sites include:

2021	University of Kansas Cancer Center	Kansas City, KS
2020	Roswell Park Cancer Center	Buffalo, NY (To be held in Niagara on the Lake, Ontario, Canada)
2019	Stephenson Cancer Center	Oklahoma City, OK
2018	Fred Hutchinson Cancer Research Center	Seattle, WA
2017	University of Kentucky Markey Cancer Center	Lexington, KY
2016	City of Hope	Los Angeles, CA
2015	Yale Cancer Center	New Haven, CT
2014	Ohio State Comprehensive Cancer Center	Columbus, Ohio
2013	University of Colorado Cancer Center	Denver, CO
2012	OHSU Knight Cancer Institute	Portland, OR
2011	UNC Lineberger Comprehensive Cancer Center	Chapel Hill, NC
2010	Moffitt Cancer Center	Tampa, FL
2009	U Penn - Abramson Cancer Center	Philadelphia, PA
2008	Holden Comprehensive Cancer Center-U of Iowa	Iowa City, IA
2007	UCSF Helen Diller Family Comp. Cancer Center	San Francisco, CA
2006	Roswell Park Cancer Institute	Buffalo, NY
2005	Robert H. Lurie Comp. Cancer Center-NW Univ.	Chicago, IL

## **Conference Event Planning Support**

NACCCDO and PAMN recognize that not all interested institutions have enough staff to adequately manage all aspects of the conference logistics. To that end, NACCCDO and PAMN have contracted with a professional conference event planning company to handle a number of major conference planning items. (See attached Roles and Responsibilities for details.)

The host institution representatives will collaborate with the conference event planner, and together they will work in close coordination with NACCCDO and PAMN leadership to form the conference planning committee.

The host institution agrees to perform the responsibilities as outlined on the attached Roles and Responsibilities document. Highlights include:

- serving as the fiscal agent for the conference, handling all revenue and expenses;
- signing all contracts related to the conference, including the hotel and special events;
- securing in-kind support;
- showcasing their community and Cancer Center (by providing options for event venues, entertainment/tours, and conference speakers);
- providing comprehensive on-site volunteer event staffing;
- hosting (in coordination with the conference event planner) the July 2021 planning meeting at the venue hotel, beginning Sunday evening and ending on Tuesday at noon, including possibly a tour of the medical campus and other venues recommended for the evening events during the conference.

Please see the attached document for a full description of roles and responsibilities required of the host institution, conference event planner, and the NACCCDO Board of Directors and PAMN Steering Committee.

## **Conference Budget**

The conference budget is \$200,000 - \$350,000, depending on location, overall attendance and local hotel and special event costs. Conference revenue is generated from (1) attendee registration fees, (2) “named” conference sponsorships, and (3) exhibitor fees and lower-level sponsorships.

NACCCDO and PAMN provide \$20,000 in advance budget support (\$10,000 from each organization) as seed money. Any surplus from the conference is returned to each organization’s treasuries. The host institution is expected to stay within the budgeted parameters. To ensure fiscal responsibility, the NACCCDO Board of Directors and the PAMN Steering Committee routinely review budgets and expenses. In the event of unforeseen circumstances that cause the conference expenses to exceed income, both steering committees may choose to reimburse the host institution. The host institution should anticipate minimal out-of-pocket expenses (i.e. coverage of July planning meeting expense up to \$15K prior to receipt of the advance funds from NACCCDO PAMN).

## **Proposal Submission**

Proposals should be brief and include the material outlined below. The submission deadline is Thursday, January 31, 2019.

1. Endorsement letter from the cancer center president/director stating institutional commitment. This letter should also confirm commitment from the development and public affairs/marketing departments, with assurance that the institution will be able to handle a nominal, upfront cash flow advance, until conference income is generated and the host institution can be reimbursed (estimated not to exceed \$15,000).
2. Statement of capability to support all requirements of the host institution as outlined in the attached Roles and Responsibilities.

3. Logistical information, including:
  - a. Ease/cost of travel to and from location
  - b. Availability and recommendation of suitable hotel and meeting accommodations
  - c. Social event options
  - d. Cancer center/clinical facility tour options
  
4. Name and title of the two senior staff members (one from public affairs/marketing and one from development) who will participate in all conference planning activities. (See specific responsibilities of these representatives as outlined under Roles and Responsibilities, Host Institution roles, item 6.)

Proposals are due by EOB Thursday, January 31, 2019. Please send proposals, one PDF document, via email to Michael Delzotti, NACCDO Vice-Chair, [michael.delzotti@uky.edu](mailto:michael.delzotti@uky.edu)

### **Selection Process**

The host institution is selected by a vote of the NACCDO Board of Directors and PAMN Steering Committee. The 2022 host will be selected at the joint NACCDO-PAMN Steering Committee meeting on Monday, April 8, 2019 at 10:00 a.m. (during the 2019 NACCDO-PAMN Conference in Oklahoma City, OK). Potential host institutions should be prepared to present a brief, in-person overview of their proposal at this meeting. A PowerPoint presentation is recommended.

If you wish to submit a proposal for 2023 or after to be presented on April 8, 2019, all above details apply. When submitting your proposal by the January 31, 2019 due date please be sure to include the year you wish to host. If you wish to host 2022 but would also like to be considered for future years should 2022 be designated to another location, please include additional years to be considered with your proposal. All confirmed host locations will be required to provide a letter of commitment once selected for a specific year to evidence that the institution is fully prepared to host regardless of any change of personnel at the time of confirmation. In addition, each confirmed host will be asked to present a brief status report during the spring annual conference for all years leading up to the confirmed host year.

### **Questions**

For more information, please contact:

Sally Wajahn, NACCDO Chair, [wajahns@ccf.org](mailto:wajahns@ccf.org) 216-445-8996

Jim Goodwin, PAMN Chair, [jgoodwin@wustl.edu](mailto:jgoodwin@wustl.edu), 314-286-0166

Michael Delzotti NACCDO Vice-Chair, [michael.delzotti@uky.edu](mailto:michael.delzotti@uky.edu), 859-323-6994

Erin McElwain, PAMN Vice-Chair, [erin.mcelwain@uky.edu](mailto:erin.mcelwain@uky.edu), 859-619-7167

## **Roles and Responsibilities for Annual NACCDO-PAMN Conference**

### **Host Institution**

1. The designated host institution representatives and their leadership are required to participate in a conference call with NACCDO and PAMN leadership after the conference is awarded to the institution to ensure logistic expectations are aligned with board boards and the event planner.
2. Serve as the fiscal agent for the conference.
  - a) Process and receive all revenue, including conference registration and sponsorships through an established conference account at the host institution,
  - b) Receive all invoices and process payments to all applicable program vendors including but not limited to hotel, CVENT (or equivalent registration management service), conference planner, speaker fees and speaker travel reimbursement, off site venues, entertainment, transportation, and program expenses such as signage or other logistical requirements. (DFI will manage all budgets and provide invoices/contracts etc).
  - c) Set up merchant account with CVENT (or equivalent registration management service if applicable).
3. Recruit up to 25 volunteers to deploy during the program (DFI will provide all logistical information.)
4. Showcase local area and host Cancer Center
  - a) Identify options for both plenary and session speakers utilizing institution expertise and relationships (Leadership at the host institution is agreeing to use their connections to help secure plenary and session speakers once selected/vetted by NACCDO-PAMN conference leadership.)
  - b) Identify options for entertainment for on and off site events where applicable,
  - c) Develop concepts for Cancer Center or campus tours; handle all contracting and manage all logistics.
  - d) Identify dine around restaurants
  - e) Select and purchase gifts for all speakers (approx. 80-120) based on local area favorites (Once item is purchased and delivered to host city, DFI will ensure items are provided to speaker liaisons at the conference for distribution.)
  - f) Arrange for the host institution's cancer center director to briefly and formally welcome the member guests.
5. Host the July 2021 planning meeting at the venue hotel, beginning Sunday evening and ending on Tuesday at noon, including a tour of the medical campus or other venues. The host institution's roles and responsibilities for this meeting are the same, as outlined in this document, as for the annual conference and will have assistance from DFI Events.
6. The institution's NACCDO and PAMN representatives agree to the following:
  - a. The NACCDO representative will serve on the NACCDO Board of Directors for a three-year period (the year prior to the conference, the year of the conference and the year after the conference) and participate in NACCDO's two annual in-person meetings (July and November) and all monthly NACCDO Board calls. In addition, during the year of the conference, the NACCDO host institution representative will participate in all monthly conference planning calls.
  - b. The PAMN representative will participate in the PAMN Steering Committee for three years (the year prior to the conference, the year of the conference, and the year after the conference) and participate in PAMN's two annual in-person meetings (July and November) and all monthly PAMN Steering Committee calls. In addition, during the year of the conference, the PAMN host institution representative will participate in all monthly conference planning calls.

## DFI (Event Planner)

1. Hotel management for the planning meeting and annual conference including:
  - a. Hotel contracting; review of all hotel contracts if not directly responsible for contracting
  - b. Rooming list management
  - c. Internet and audiovisual design and management
  - d. Meeting room design and management
  - e. Food and beverage selection and management
  - f. Name badge and tent card production (Costs for printing/name badges/lanyards is not the responsibility of DFI and will be billed as an operational expense on completion of the program.)
  - g. Post program hotel billing reconciliation
2. Registration management and onsite operations
  - a. Access to CVENT for registration site design and management of all registrations (Content for marketing emails to be provided by NACCDO and PAMN)
  - b. Oversee all onsite elements for the annual planning meeting and annual conference
3. Additional program elements
  - a. Offsite venue selection, contracting and management
  - b. Transportation selection, design and management for transportation to confirmed off site events and tours only
  - c. Sponsor and exhibitor logistical management (To be processed after the individual NACCDO and PAMN boards confirm sponsors and level of sponsorship.)
  - d. Speaker logistical management (To be processed after the individual NACCDO and PAMN boards confirm speakers, titles and request speaker forms.)
  - e. Conference brochure design (If applicable, based on previous year's version. Any additional design upgrades may require professional design services not provided by DFI.)
  - f. Assistance with and management of conference materials and onsite mobile application where applicable
  - g. Coordinate annual conference give away items (Tote bags and any other sponsor provided items, costs for any items are not the responsibility of DFI)
  - h. Manage and secure conference signage, directional details (Payment for any printing/production is not the responsibility of DFI and will be billed as an operational expense.)
  - i. Presentation collection and on site "cloud" design and management, which will include management of the conference app vendor to include providing direction and ensuring completion of the app, based on features and functionality agreed to by both boards. (DFI is not responsible for costs or review of content received.)
  - j. Evaluation design, distribution and summary reports (Printing of any hard copy evaluations is not the responsibility of DFI and items will be billed as an operational expense.)
  - k. Overall budget management
  - l. Prepare agenda for monthly conference planning conference calls

### **NACCDO Board of Directors and PAMN Steering Committee**

1. Select the host institution at the annual conference joint Board/Steering Committee meeting
2. Approve and monitor the conference budget
3. The Chair and Vice Chairs participate as active members on the joint planning committee and participate in all monthly conference planning conference calls; set planning conference call schedule
4. Determine overall conference design and program contents for all plenary and breakout sessions
5. Select and secure plenary and breakout session speakers; and subsequently provide session titles/descriptions and speaker bios for plenary and breakout sessions
6. Secure sponsorship and exhibitor commitments through the conference sponsorship committee
7. Coordinate and execute communication with members of each organization as needed such as call for presentations, conference marketing and registration, conference evaluations, etc.
8. Jointly conduct July planning meeting (in conjunction with host institution) at the hotel venue of the upcoming conference