

The Bakersfield Women's
BUSINESS CONFERENCE

2019 CONFERENCE – REQUEST FOR BID – SOCIAL MEDIA CONTRACTOR

The Bakersfield Women's Business Conference is looking for an experienced and creative professional individual/organization to be the lead on social media marketing for the 30th Anniversary Conference. Platforms include Facebook, Twitter, and Instagram.

Conference Date: Thursday, April 25, 2019

Conference Timeframe: 6:45am until 5:30pm

Conference Location: Rabobank Convention Center & Marriott, Truxtun Avenue, Bakersfield, CA

Duties will include:

- At least two posts per week on all three social media platforms. Bids for additional posts per week will also be accepted and are welcomed.
- Posts should include:
 - promotion of the conference to advertise tickets sales
 - highlights of various conference aspects, i.e. speakers, workshops, exhibitor booths, sponsors, etc.
 - posts must be engaging and should include photographs and/or videos (live/pre-recorded)
- Attendance by a representative at pre-conference events, such as mixers and press conferences, to take candid and group photos (can be cell phone, professional equipment not required) to post on social media
- Attendance at conference, to include the day before set-up, and day-of social media promotion
- Monthly report detailing engagement statistics

Requirements:

- At least three years of professional experience with social media marketing, either as a contractor or as an employee or public relations representative of an organization
- Provide a minimum of 2 individuals to cover the conference
- Must work with BWBC Board Marketing Chair to ensure posts follow BWBC mission and goals

For consideration, please submit the following:

- Links to at least two organization social media pages that you currently manage in each of the following platforms: Facebook, Instagram, Twitter
- Five professional references from former satisfied organizations/clients

Email bid package to bakesfieldwomen@gmail.com no later than Tuesday, November 13. If selected, we will pay fees monthly on a mutually agreed date.

Vendor Name

Vendor Tax ID

Mailing Address

City/State/Zip

Contact Person

Phone Number

Email Address

Website

Monthly Bid Amount (attachment pages/ multiple options welcome)

Authorized Signature