

STATE OF OHIO  
DEPARTMENT OF ADMINISTRATIVE SERVICES  
GENERAL SERVICES DIVISION  
OFFICE OF PROCUREMENT SERVICES  
4200 SURFACE ROAD, COLUMBUS, OH 43228-1395

AMENDMENT FOR CHANGE  
AMENDMENT NO. 2

TO: OHIO DEPARTMENT OF EDUCATION  
FROM: ROBERT BLAIR, DIRECTOR, DEPARTMENT OF ADMINISTRATIVE SERVICES  
SUBJECT: CONTRACT FOR AGENCY CONFERENCE PLANNING AND COORDINATION

Attached are pages 2 and 5 to this contract. Remove these pages from the existing contract and replace with the attached pages on the effective and/or revision date.

This amendment is issued to update the verbiage in the Mutually Agreed-Upon Clarifications, Item A.

All other prices, terms and conditions remain unchanged.

Questions regarding this Amendment and/or the Requirements Contract may be directed to:

Therese Gallego, CPPB  
therese.gallego@das.ohio.gov

This Amendment, the main Requirements Contract and any additional amendments thereto are available from the DAS Web site at the following address:

<http://www.ohio.gov/procure>

Affected Contractor(s):

213187  
PMM Agency  
1301 Dublin Road  
Columbus, OH 43215  
kimberly@pmm-agency.com

MUTUALLY AGREED UPON CLARIFICATIONS

- A. \*The conferences that will be planned as part of this contract may be geared to educators or another specific audience. The audience may vary with each conference.
- B. Event planning for an annual conference would ideally begin a four phase planning module of at least 4-6 months from event date. Strategy and design would be determined in the early cycle and then pre-production thru on-site and inclusive of post-production would be included. Contractor shall work closely with each partner to collaborate on successful outcomes with each event. Through that process, Contractor shall use project management tools, timelines and task responsibilities to account for the planning
- C. The projected ranges of hours given below were made based on account team task and totals as interpreted by the RFP. Contractor will have a better understanding when the scope of each area is more clearly determined respectively by scale and planning/execution time.

Hours	Events
2,500 - 3000	Annual Statewide Conference
1,500 - 2000	Multi-day Conferences (International, regional, state and local)
1,500 - 2,000	Special Events
250- 500	Curriculum Development
1000- 1500	Webinars

- D. As a Support Requirement, Contractor may need access to various departments and data as data drives direction and insights might determine a fact based strategy for planning. Contractor focus would be directed to the affinity group of educators, education stakeholder groups, and any other identified groups that are broad and inclusive. Recognizing that the conferences will be geared toward educators, it is more about discovering if the State has already captured any analytics, expressed concerns/feedback that provides qualitative analysis. If no data is available, then Contractor would proceed without. Access to state department teams, via people/employees, also allow for collaboration and support, especially across communication tools/resources that may internally be more readily accessible/available. This Support Requirement should have been noted "if/where applicable". Any pre-existing materials may be requested to show how Contractor's event strategies might integrate these tools. Therefore, the support that at times would be helpful to have in planning might be sourced from the teams/departments of the state responsible for managing these assets (i.e., web based materials/content/data/functions, social media, external/internal communications, etc.). Contractor requests State employee liaisons across the task to sometimes support seamless execution.
- E. The Contractor will incorporate media buys where applicable and appropriate to their respective budgets. However, when the budget for the respective events do not allow for media buys, the agency will create a communications/promotional outreach plan that considers, incorporates and leverages avenues for earned media, shared networks, affinity marketing, social media (if appropriate), word of mouth (WOM) etc. to meet the desired objectives for each event. PMM has established relationships that allow for publicity, awareness and heightened interest.
- F. Contractor may request existing materials from ODE. Generally, the Contractor designs and distributes the marketing materials. However, ODE assets (i.e. databases) would be provided to use to disseminate and track.
- G. Contractor accepts that there will be no reimbursement for travel expenses and will comply.

\*Indicates change 02/05/15.

SUMMARY OF AMENDMENTS

Amendment Number	Effective Date	Description
2	02/05/15	To update verbiage in the Mutually Agreed Upon Clarifications, Item A.
1	10/29/14	To add invoicing requirements for venue costs and add the Summary of Amendments page.