

**Request for Proposals
Speaker Consultant Services 2026
Questions and Answers**

- 1. Confirm the correct onsite rehearsal date for the What's Next ATL speakers.**

Tuesday, Nov. 2., 2026

- 2. What is the length of the State of the Region address?**

10-20 minutes, leaning more heavily toward 20 minutes.

- 3. Can ARC clarify the division of labor between ARC communications staff and the consultant on drafting vs. coaching?**

ARC's Communications staff will very much take the lead on drafting the address with input from the contractor. ARC will expect the contractor to take the lead on coaching our CEO through delivery of the content. The first draft is typically available the week after Labor Day with 2 or 3 significant revisions occurring throughout September.

- 4. The RFP states the initial draft of the State of the Region Address will be prepared by ARC staff. Should the proposal assume the consultant's role is limited to refinement and delivery coaching, or is there flexibility for the consultant to lead structural rewrites if needed?**

There is an expectation that the consultant will be able to contribute to content development and enhancement as well as structural rewrites as needed.

- 5. Will the Executive Director's State of the Region address and the What's Next ATL presentations begin with completed drafts, outlines, or source materials, or is the selected consultant expected to develop the presentations from initial concepts and source content?**

Please see the two answers above re: the State of the Region address. The WNATL presentation will rely upon the consultant to develop the presentations from initial concept.

- 6. Does ARC expect the selected consultant to be present and provide coaching support on event day, November 4, 2026, or does the defined scope of services conclude with the onsite rehearsal on November 3, 2026?**

Coaching essentially ends Nov. 3 for both WNATL Speakers and the CEO. However, the coaching team typically attends the event and lends moral support to the speakers.

- 7. Has ARC selected a theme for the 2026 State of the Region event that proposers may reference in their project approach?**

Yes. It is Opportunity Rising, addressing the issue of economic mobility challenges in metro Atlanta.

8. Is virtual delivery of coaching sessions acceptable as the default?

No. We would like in-person coaching whenever the speaker's schedule allows.

9. Can ARC share an estimated budget for this engagement?

\$2,500-\$12,500 in the past 5 years, with the highest figure being the most recent. We have budgeted \$10,000 for services in 2026.

10. Does ARC have a preference for hourly rates versus a flat project fee, given the fixed number of sessions and deliverables described in the scope?

No. There will be a not to exceed amount attached to this contract.

11. What is ARC's payment schedule?

Progress Payments: The Consultant shall be entitled to receive progress payments on the following basis. On a monthly basis during the existence of this contract, the Consultant shall submit to ARC an invoice for payment documenting work performed during the invoice period. Any work for which payment is requested may be disallowed at ARC's reasonable discretion if not properly documented in the required monthly progress report. Invoices properly submitted shall be paid or rejected within 45 days of receipt by ARC.

12. How is complimentary services or reduced fees in exchange for recognition/exposure weighted?

Any reduced fees or complimentary services will be considered as part of the budget criteria (C.).

The review of written proposals will be based on the following evaluation criteria, with the relative weights in parentheses:

- A. Related experience, staffing, and qualifications (40%)
- B. Project approach and management philosophy including work plan and scheduling.
Note: This includes the consultant's ability to demonstrate a balanced workload in order to carry out its responsibilities to ARC in relationship with any other contracts the consultant may have. (30%)
- C. Proposed budget (15%)
- D. References of the firm or project team (15%)

13. Does ARC require the contractor to carry professional liability/E&O insurance?

No.

14. Can ARC share standard contract template's terms on indemnification and limitation on liability?

Contractor shall hold harmless and indemnify ARC, its officers, directors, and employees from and against any and all liability, loss, damages, costs including reasonable attorneys' fees, or expenses which ARC may incur, suffer, or be required to pay by reason of any error or omission, misfeasance, malfeasance, or through the negligent or willful conduct of Contractor, its employees, or any subcontractor of Contractor. The indemnification obligations of this Paragraph 10 shall survive the termination of this Agreement.

15. Does the standard ARC contract include a termination-for-convenience clause, and if so, what notice period and any kill-fee or wind-down payment applies?

Termination for Mutual Convenience. ARC or Contractor may terminate this Agreement in whole or in part when both parties agree that the continuation of the Project would not produce beneficial results commensurate with the further expenditure of funds. The two parties shall, through formal written amendment, agree upon the termination conditions, including the effective date and, in the case of partial termination, the portion to be terminated. Contractor shall not incur new obligations for the terminated portion after the effective date and shall cancel as many outstanding obligations as possible. ARC shall evaluate each non-cancelable obligation to determine its eligibility for inclusion in project costs. Settlement will be made in accordance with the terms and conditions of this Agreement. ARC shall allow full credit to Contractor for ARC's share of the non-cancelable obligations, properly incurred by Contractor prior to termination.

Termination for Convenience. ARC may terminate this Agreement, in whole or in part, at any time by giving written notice to Contractor of such termination and specifying the effective date thereof, at least fifteen (15) days before the effective date of such termination. In that event, all information and material produced or collected under this Agreement and/or used in the performance of the scope of services shall, at the option of ARC, become its property. If this Agreement is terminated by ARC as provided in this Paragraph 32, Contractor will be reimbursed for the otherwise allowable actual expenses incurred by Contractor up to and including the effective date of such termination, as authorized in Attachment B. Contractor shall not incur new obligations for the terminated portion after the effective date and shall cancel as many outstanding obligations as possible. ARC shall evaluate each non-cancelable obligation to determine its eligibility for inclusion in project costs.

16. Will the awarded contractor retain ownership of proprietary frameworks, methodologies, or coaching materials used during the engagement, with ARC receiving a license to use only the final delivered speech content?

Rights in Documents, Materials and Data Produced. Contractor agrees that all reports, studies, records, and other data prepared pursuant to the terms of this Agreement shall be the property of ARC upon termination or completion of the work hereunder. ARC and the concerned funding agencies shall have the right to use the same without restriction or limitation and without compensation to Contractor other than that provided for in this Agreement. For purposes of this Agreement, "data" includes, but is not limited to, writings, sound recordings, photographs, films, videotapes, computer programming or code, or other graphic representations and works of a similar nature. Contractor acknowledges that matters regarding rights to inventions and materials generated by or arising out of this Agreement may be subject to certain regulations issued by the concerned funding agencies.

Data and Software Licensing. During performance of the work covered by this Agreement ARC may provide certain data or software products, such as aerial photography or

commercially available planning data and software, to Contractor that have been obtained from various sources under specific licensing agreements. Contractor acknowledges that any data or software that ARC may provide hereunder is provided as a non-exclusive, non-transferable, limited license for Contractor or its subcontractors to use the data or software for the work covered by this Agreement only. Contractor shall not redistribute, republish, or otherwise make this data or software available to any party not covered by this Agreement. Contractor or any subcontractors shall not use this data or software for any work not covered by this Agreement. Contractor further acknowledges that upon completion of the Project covered by this Agreement all data and software provided by ARC will be returned to ARC and all copies of the data or software residing on Contractor's or subcontractor's computer systems will be removed.

17. Section IV.B references evaluating "the consultant's ability to demonstrate a balanced workload in relationship with any other contracts." Should proposers disclose current client commitments, and if so, in what format/level of detail?

A simple statement and commitment that the proposers can meet the demands of the contract will suffice.

18. Is this a re-bid of an existing engagement, and if so, is incumbent-consultant information available to proposers for reference purposes?

This is a re-bid. We have used 3 different contractors over the past 5 years. Contractors who are as skilled at shaping the messaging so that it feels authentic to the speaker as well as someone who can coach movement, tone, stage presence have been our most successful coaches in the past.

19. For the What's Next ATL speakers, is ARC or the consultant responsible for identifying/vetting the two speakers, or are they already selected?

The WNATL speakers have been selected. The contractor will be involved in the speaker engagement timeline. Work with the speakers may begin as soon as the contract is executed.

20. Given the CY2026 completion deadline of December 31, 2026, and the anticipated August 2026 start, is there flexibility on the "up to three sessions" cap for the CEO's coaching if additional refinement is needed closer to the November 4 date?

Yes.

21. Will ARC require finalist interviews, and if so, what is the anticipated timeline for that step?

As stated in the RFP, interviews will occur at the discretion of ARC. No timeline has been set.

22. Does ARC have preferred hotel or travel arrangements in place for consultants traveling to Atlanta, or should travel and lodging costs be built into the proposal as a direct cost line item?

No. ARC does not have travel arrangements in place. Travel cost should be built into the proposal as a line-item cost.

23. Who beyond the CEO and the two What's Next ATL speakers is likely to need coaching support in 2026, given the RFP mentions "ARC staff and other special partners"?

There are no other staff identified at this time. We'd like to write the contract so that it could be amended for senior staff coaching if the need arises and funding allows.

24. The RFP states the initial draft of the State of the Region Address will be prepared by ARC staff. Should the proposal assume the consultant's role is limited to refinement and delivery coaching, or is there flexibility for the consultant to lead structural rewrites if needed?

There is an expectation that the consultant will be able to contribute to content development and enhancement as well as structural rewrites as needed.

25. How many rounds of script revisions should proposers include for each of the three speakers?

The consultant should plan on providing an initial draft and 2 subsequent revisions. However, there is an expectation of the consultant to do whatever is necessary to fully prepare the speaker.

26. Does ARC anticipate requiring the consultant to develop speaker slides, or is the consultant only expected to review and advise on visual materials?

The consultant will be encouraged to work with the WNATL speakers to outline concepts for slides. If the speaker does not have the resources to prepare the slides, ARC will do so.

27. Should the estimated hours in Exhibit B reflect coaching session time only, or should they also capture preparation, research, and script development time outside of sessions?

Exhibit B should reflect all costs.

28. Will the November 4 event include a livestream or hybrid broadcast component, in addition to the in-person audience of approximately 1,500?

No. It will however be recorded and elements shared through social media and possibly through other opportunities.