

FREQUENTLY ASKED QUESTIONS

Who can use the State-approved event services contract?

All State of Alaska governmental entities, referenced as Agency, may, at their option, utilize the services provided under the negotiated event services contract including other State of Alaska governmental agencies. These agencies include the Alaska Legislative Branch, the Alaska Court System, the University of Alaska, Boards and Commissions, and all State of Alaska political subdivisions-cities, boroughs and school districts.

Who is the State-approved event services contractor?

The State event services contractor Bespoke Business Solutions (Bespoke) for the period July 1, 2017 through June 30, 2022 (this includes options for two one-year extensions of the base contract).

What kind of events are covered by the event services contract?

Bespoke can provide event services for everything from small training workshops to large conferences or events, to very large and complex international conventions. Examples of events include job fairs, training workshops, annual meetings, professional/subject matter meetings or conventions.

What is the benefit of using the event services contractor for events?

The SOA has an event services contract with Bespoke in place in order to streamline and expedite planning events. The contractor is experienced in all areas of the planning and execution of events statewide. Other benefits include a significant reduction in fees for services based on State negotiated contract rates.

What kind of services does Bespoke provide?

Bespoke provides professional consultation, can design the event, outline specific event planning tasks and deadlines, prepares and monitors budgets, conducts vendor negotiations, and provides overall quality assurance of an event through post-event reporting. Additional value-added services can be provided, including registration and ticket sales for an event.

What are value-added services?

Any services that are outside the scope of providing professional consultation, designing the event, outlining and overseeing tasks and deadlines, preparing and monitoring budgets, conducting vendor negotiations, and providing the overall quality assurance of an event. Some examples of value-added services include website design, marketing plans, sponsor cultivation consulting, photography services, to name a few. Each event can be customized to provide specific value-added services and exact costs for these services to enrich your event. Below is an example of some value-added services.

- Marketing Plan for Event, including Social Media Marketing
- Event Website Packages
- Event Graphic Design
- Event Branding
- Event Sponsorship Consulting
- Event Design Consulting

How do I get started using the Bespoke event services?

A [Request for Event Services](#) will need to be completed to provide Bespoke with some event specifics in order to initiate a quote for services. Bespoke will respond to the Primary Contact within five business days of submission of the [Request for Event Services](#) to schedule a meeting or conference call to discuss your event and specific needs. During this meeting, Bespoke will complete an [Event Success Profile](#) that will become the scope of work document and from which a quote will be developed.

What is the [Event Success Profile](#)?

Bespoke uses a document called the **Event Success Profile** in developing a Quote for Event Services. This document helps facilitate discussions with the Sponsoring Agency to refine and specify details of the requested event services, including the background of the event and any previous event experience.

What is a Quote for Event Services?

Using the completed Event Success Profile, Bespoke will develop a Quote for Event Services to include all required expenses necessary to conduct the event, including the contractor hours budgeted for the event, at the State-negotiated labor rates. Bespoke will submit the Quote for Event Services to the Primary Contact, who will obtain the necessary approvals and signatures. There is no cost to obtain a Quote for Event Services.

What is the Event Services Agreement?

A fully signed and approved quote, which shall include signatures from Bespoke, the Sponsoring Agency and the State Contracting Officer, will be considered the Event Services Agreement. This document must be received from the State Contracting Officer. Upon receiving the Event Services Agreement, Bespoke and the Sponsoring Agency will arrange for an initial deposit payment to Bespoke to begin work.

What is an Amendment to the Event Services Agreement?

An amendment to the approved Quote for Event Services is required when there are monetary changes or additional value-added services that are not included in the original Quote for Event Services. Any Amendment to the Event Services Agreement requires approval and signatures by Bespoke, the Sponsoring Agency and the State Contracting officer before the changes or value-added services can be initiated.

Who is the Sponsoring Agency?

The Sponsoring Agency is the division of the State requesting the services, such as Alaska Legislative Branch, the Alaska Court System, Dept. of Health and Social Services, Dept. of Labor, Dept of Education and Early Development, Office of the Governor, Univ. of Alaska, Boards and Commissions, and all State of Alaska political subdivisions (i.e., cities, boroughs and school districts).

Who is the Primary Contact?

The Primary Contact is the main person from the Sponsoring Agency that will work with Bespoke on the planning and execution of the event from start to finish.

Who is the Manager Authorizing the Request for Event Services?

The Authorizing Manager is the individual at the Sponsoring Agency who authorized the submission of [The Request for Event Services](#) initiating a quote to be developed by Bespoke and ensuring the funds are approved and committed to the project. This is also the individual who is authorized to sign and encumber funds for the event.

Who is the State of Alaska Contracting Officer for this Event Services Contract?

The Contracting Officer for this Event Services Contract is:

Victor Leamer
Department of Administration
State of Alaska
907-465-5578
victor.leamer@alaska.gov

What is the Contract Award Number?

The Contract Award Number is the State of Alaska number assigned to the event services contract upon contract award, and which identifies Bespoke as an authorized vendor to provide services to the State. The contract award number for this event services contract is [#170007317 - Event Management](#).

What is a Food Memo and when is it required?

A food memo is required all State agency events pursuant to [Regulation AAM 35.140 Unauthorized Expenditures \(04 - 06\)](#). Please refer to the regulation in its entirety. This regulation does not apply to events sponsored by political subdivisions.

How do I arrange travel for my event?

All travel arrangements for State employees must be made through the State Travel Office. Any Travel for non-state employees will be arranged by Bespoke and must comply to the greatest extent possible with the following State of Alaska Travel Policies [Regulation AAM 60 – Travel](#):

- AAM 60.050 Travel Purchase Policies
- AAM 60.220 Travel Expenses – Required Receipts and Documentation
- AAM 60.240 Lodging Types and Rates
- AAM 60.250 Meals and Incidental Expense Allowances

Who is the Bespoke General Manager (GM)?

The Bespoke GM is the managing event planner assigned to the event. The GM is responsible to follow through on the requirements of the Event Services Agreement. While there are other members of the Bespoke team assigned specific event tasks, the GM has the overall responsibility to ensure all requirements are met to the satisfaction of the Primary Contact and the State.

Who is the Bespoke Project Manager (PM)?

The Bespoke PM is the senior event planner assigned to the event. The PM is responsible for the day-to-day management of the event plan, conducting meetings, tracking expenses, invoicing, meeting execution and post-event close out reporting.

Who is the Bespoke Project Assistant (PA)?

The PA supports the overall event, and primarily takes direction for assignments and tasks from the PM. The GM may also assign tasks.

What can I expect after an event?

Within a week of the event ending, Bespoke will provide the Primary Contact with a brief survey to evaluate the event. Bespoke will provide a final Event Close-Out Report within 90 days to include an overview of the event, business analytics, and final evaluation and recommendations. The report may be delayed upon mutual agreement if Bespoke is still waiting on vendor invoicing and/or collecting outstanding registration payments. A final invoice will be submitted to the Sponsoring Agency for final payment. Upon completion of all required reports, delivery of the Event Close-Out Report and final payment to Bespoke, the Event Services Agreement will be officially closed.

***Value- added services are available for a thorough post-event report that would include Return on Investment (ROI) analysis.** The Sponsoring Agency can add a post-event report preparation service that offers a more thorough analysis of the whole event. The State-required survey will be analyzed along with event participant surveys and any other metrics that the Sponsoring Agency would deem helpful in understanding the effectiveness of their event. To calculate ROI for the event, Bespoke would offer data analytics and attendee survey reporting.