Publishing RFPs: Wake Up from the Nightmare

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Presenters:

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Goals of the Presentation

- Understand the basics of an RFP or Request for Proposal and its use in publishing in an association or society setting.
- Decide if you should administer an RFP themselves or seek outside assistance.
- Know resources available for formats and finding possible bidders.
- Be able to create a realistic schedule to ensure success.
RFPs
What the process feels like sometimes?
Requests for Proposals: Should I go through the RFP process at all? What format do I use or where do I find one? How long should I leave for the process? Who should be on the RFP team? Who should lead it? I like my current partner. Why go through the process? I am issuing an RFP and it has been rocky with my current partner. Should I include them? Tell them? How many publishers should I send it out to? Where do I find them? I got the responses in. How do I evaluate them? Should I have in-person meetings with the respondents/finalists? Can I negotiate with respondents? How do I know I am getting a good deal? Should I do it on my own or have outside help? Is self-publishing a journal or the like an effective option? Can I compare that to publisher proposals? Partners? Member allocation? Revenue guarantee? Fair royalty percentage? Should I go through the RFP process at all? What format do I use or where do I find one? How long should I leave for the process? Who should be on the RFP team? Who should lead it? I like my current partner. Why go through the process? I am issuing an RFP and it has been rocky with my current partner. Should I include them? Tell them? Help.
Publishing RFPs

Simplify the matter

- Lay out the process.
- Define your goals. Focus on 2 or 3 big outcomes.
- Establish a point person/committee.
- Set a timeline.
- Determine if you will do the work in house or use outside help.
- Get buy-in from all groups involved.
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The Process

• Have a high-level discussion at the association about needs and expectations.
• Gather data and information.
• Agree on the RFP document’s format and contents.
• Develop a list of potential partners.
• Send the RFP and answer any questions.
• Receive the proposals and compare them to each other.
• Have a discussion about the selected candidates.
• Final negotiations with the best candidate.
• Check references and then sign an agreement.
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Simple, right?

Now let’s discuss all the decisions you will have to make and pitfalls you might face.
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Should I go through the RFP process at all?

Is there an accepted format? Where do I find a sample one?

How long should I leave for the process?

Who should be on the RFP team? Who should lead it?
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I like my current partner. Why go through the process?

I am issuing an RFP and it has been rocky with my current partner. Should I include them? Tell them?

How many publishers should I send it out to?
Where do I find them?
I got the responses in. How do I evaluate them?

Should I have in-person meetings with the respondents/finalists?

Can I negotiate with the respondents?
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How do I know I am getting a good deal?

Should I do it on my own or have outside help?

Is self-publishing a journal or the like an effective option? Can I compare that option to publisher proposals?
The road can be clear.
It requires:
- planning,
- time,
- reality-based decision making,
- team work.
Questions?

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