

TD2469
1410-548040

CONTRACT: C19-2752-TDD
Boone Oakley
Marketing, Advertising, & PR for TDD
EXPIRES:09/30/2025

Task Order - 2024 Media Training

Agency Job #OKTDD- 24019

Task order covers project fee for Media Connect, a division of FINN/Hawkins for planning, development and execution and travel for up to three members. Media Training scheduled for March 7-8, 2024, in Destin at the Convention Center. Task order includes:

Day 1/Group 1: Tourism Partners

Introduce up to 100 partners to the new destination messaging and provide a foundation for them to build upon that is specific to their business:

- Provide an overview of the media landscape
- Review spokesperson priorities introduction (body language, first-impression imperatives, wardrobe)
- Overview of general interview techniques including how to navigate tough questions
- Provide examples of successful, and unsuccessful, interviews
- Two distinct exercises reviewing key tactics and takeaways

Day 2/Group 2 (Up to 10 County Employees)

Identifying where you fit within the media landscape and maximizing opportunities

- How to own the conversation and position the destination
- Conveying the role of the tourism organization
- Messaging exercises (preparation and delivery, interview control techniques)
- Sound bite creation
- Four distinct exercises reviewing key tactics and takeaways
- Mock interviews and taped responses (4 Individuals Total)

Payment Schedule:

\$20,000 Project Fee - Invoiced upon completion of training; includes travel for 2 members (vendor: Media Connect/Finn Partners)

\$2,500 Agency Travel - Invoiced upon travel completion in accordance with Okaloosa County travel policy; 1 member (Shannon)

\$2,500 Equipment Rental to mimic an in-studio scenario, single camera and light(s) (vendor: TBD)

\$25,000 NTE

The agency will reconcile actual costs and balance bill based on actuals for travel. Any savings or project underruns will accrue to the County and be reflected in invoicing.

Offered by:

Katy Spiecha

Katy Spiecha, Boone Oakley

Accepted by:

Jennifer Adams
Digitally signed by Jennifer Adams
Date: 2024.02.26 06:12:02 -06'00'

Charlotte Dunworth
Digitally signed by Charlotte Dunworth
Date: 2024.02.26 05:03:24 -05'00'

Jennifer Adams, TDD Director
DeRita Mason
Digitally signed by DeRita Mason
Date: 2024.02.27 06:20:15 -06'00'

DeRita Mason, Purchasing Manager