

## **GEM Trusted Connector and Outreach Playbook Activation SOW**

### **Questions & Answers**

Important Note: The overall program period has been shortened to 12–16 months. Deliverables have been adjusted accordingly. Vendors should plan for a total of five immersive engagement sessions for Trusted Connectors, including the kickoff. These sessions will involve the same cohort and should be evenly spaced across the program period.

#### **Timeline & Scope**

Q1. On page 2, the vendor period is defined as 12–16 months, but on page 5, the Proposal Guidelines request an 18-month work plan. Can you confirm the intended duration for planning purposes?

A1. The expected duration of programming is 12–16 months. All deliverables, including engagement sessions, have been adjusted to fit this shorter timeline.

#### **Immersive Engagement Sessions**

Q2. Page 2 states six quarterly sessions, while page 4 lists “three immersive convenings and four quarterly engagement sessions.” Confirming that the kickoff convening counts toward the total? Should we plan for 4 or 6 quarterly sessions in addition to the kickoff?

A2. The original RFQ language reflected a longer program. Under the shortened 12–16 month timeline, vendors should plan for five total immersive engagement sessions, including the kickoff.

Q3. Should the sessions be designed as a series with the same cohort (progressive learning/engagement) or as standalone events with different cohorts?

A3. The five immersive sessions should be conducted with the same cohort, designed to build progressively across the program period.

Q4. Should the sessions be evenly spaced across 2026 or tied to GEM program milestones?

A4. The five immersive sessions should be evenly spread over the 12–16 months, rather than tied to specific milestones.

Q5. Are the sessions expected to be in-person or virtual? Who is the intended target audience?

A5. Sessions should ideally be in person with the same cohort.

### **Event Management & Logistics**

Q6. What role will GEM vs. the vendor play in event logistics (venue, catering, AV, parking/transportation, fees)? Will GEM cover direct costs (e.g., rentals, catering), or should vendors include them in the budget?

A6. Vendors should plan to handle all event logistics and direct costs within their proposed budget.

### **Recruiting**

Q7. How much input do the pillar leads or GEM senior leaders expect to have in selection of the 35–50 Trusted Connectors?

A7. GEM pillar leads, GEM senior leaders, and DRP senior leaders will recommend Trusted Connectors. Vendors should design recruitment strategies in collaboration with these recommendations.

Q8. Are there restrictions on budget allocations (i.e., subcontracting an event planner)?

A8. Any subcontractors must follow the CFR 200 guidelines, and the selection process should be documented.

### **Marketing & Communications**

Q9. What are the marketing team's current priorities and themes? How do you see the role of the GEM marketing/PR team intersecting with the Playbook activation (e.g., amplification of events, storytelling, connector features)? How far in advance do they typically need messaging or social assets?

A9. Marketing priorities may shift during the 12–16 month program. In general, stories highlighting GEM's role in building trust, connectivity, and access will be elevated internally and externally. Social media assets will be created by GEM's marketing team, with vendors providing recommendations for messaging.

### **Decision-Making & Turnaround**

Q10. What is the typical turnaround time from GEM for feedback and decisions on key items such as recruitment strategy approval, marketing content review, and event planning logistics?

A10. Vendors should allow 2–4 weeks for review and approval of strategies, marketing content, and event logistics.

### **Evaluation & Reporting**

Q11. Should session documentation (summaries, stories) be prepared for public-facing use (blogs, social posts) or primarily for internal strategy refinement?

A11. Session summaries should be prepared for internal strategy refinement, while stories should be prepared for public-facing use.