**APEX Action Report**

**Date:** 9-11-2023

**Solicitation:** DES Statewide Contract for Communication and Marketing Services 20422

**Description:** **Preparing to Bid**

**Attendance:** 89, Registered 109, No show: 20  
**Categories included:**

Category 1 – Advertising & Marketing Campaigning  
 Category 2 – Brand Development  
 Category 3 – Photography  
 Category 4 – Social Marketing Campaigns  
 Category 5 – Graphic Design  
 Category 6 – Video Production & Editing

**This Competitive Solicitation is designed to award contracts up to:**

       44 Cooperative Purchasing Agreements  
       28 Reserved Award Cooperative Purchasing Agreements (small and veteran firms)

*This workshop is brought to you by the government contracting advisors at the non-profit APEX Accelerator in collaboration with DES Diverse Business Support Program.  In the session, participants will dissect the solicitation using take-home tools including a pre-bid checklist and bid/no-bid decision matrix which can be customized their unique needs*

**Link to support docs**: <https://washingtonptac.neoserra.com/conferences/853786>

**We sent four documents prior to the session**

20422 Competitive Solicitation

Bid No Bid Assessment

Pre-Bid Checklist State

Slide Deck

**DES Post Survey-Communication & Marketing Services**

**Q1. Our goal with the session was to provide tools and best practices to help businesses better understand the solicitation and make a bid/no-bid decision. Did we meet our goal?**

|  |  |  |
| --- | --- | --- |
| **Description** | **Percent** | **Count** |
| Yes | 100% | 4 |
| No | 0% | 0 |

**Q2. How can we improve future sessions?**

|  |
| --- |
| **Response** |
| no suggestions - it was a great session |
| It was my first time attending this type of session. I don’t know what you can improve upon as it was informative to me. |
| I joined the call not realizing there was a body of pre-work needed I needed to do to actively participate. I do appreciate interactive sessions but felt left out because I must have missed the need to study the RFQ/RFP document. In hindsight this seems obvious but I missed that going into the session. |
| Nothing |

**Q3. What was your top take away today?**

|  |
| --- |
| **Response** |
| applying for these bids is easy (well, relatively easy) |
| I really appreciated the checklists and learning that there’s no template when it comes to putting forth a proposal. Really asking yourself key questions and being honest about if you can deliver the services or product. |
| This is a very structured process and the APEX team is a helpful resource to navigate through it. |
| Understanding who can bid. Better understanding of selection criteria. |

**Next Solicitation Preparation Meeting**

We continue to look at the Planned Procurement listing at DES for the next solicitation to cover.

Kim sent over 5 more procurements she would like on our list. We have scheduled a Preparing to Bid

Session - October 20th at 12:00 – 1:00 for the Janitorial Services Statewide Solicitation.

**The other 4 Solicitations are:**

6 – Janitorial Services - <https://apps.des.wa.gov/DESContracts/Home/ContractSummary/24723>

7 – Graffiti removal services- [Contract Summary (wa.gov)](https://apps.des.wa.gov/DESContracts/Home/ContractSummary/25423)

8 – Vehicle maintenance and repair- [Contract Summary (wa.gov)](https://apps.des.wa.gov/DESContracts/Home/ContractSummary/15722) (posting soon)

9 – Vehicle lifts- [Contract Summary (wa.gov)](https://apps.des.wa.gov/DESContracts/Home/ContractSummary/08921) (posting soon)

10 – Consider automotive parts in the future, but not currently on planned procurement yet