**Performance Work Statement (PWS)**

**Direct Access Program (DAP)**

**2018 National Veterans Small Business Engagement (NVSBE) Support**

04/13/2018

Version 2.0

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### Vision Statement

To be the premier Veteran small business Direct Access Facilitator and advocate in the Federal Government.

### Introduction

The Department of Veterans Affairs (VA), Office of Small and Disadvantaged Business Utilization (OSDBU), Direct Access Program (DAP) Office have a requirement for event contractor services for the scheduling, coordination, and execution of the 2018 National Veterans Small Business Engagement (NVSBE). The priced effort of this contract pertains to the planning the 2018 NVSBE. Execution of the 2018 NVSBE shall be no-cost to the government. The Contractor shall have no expectation of payment from VA regarding any aspect of executing the 2018 NVSBE per the plans approved by the government.

One mission area for OSDBU is providing Small Businesses (SBs), especially Veteran-Owned Small Businesses (VOSBs), with direct access to the Department’s Procurement Decision Makers (PDM). As it best serves the Department and VOSBs direct access to PDMs from other government agencies and the private sector is facilitated. The Contractor shall provide non-personal services support for tasks including personnel, equipment, tools, materials, supervision, reports, and other items, as defined in this Performance Work Statement (PWS). The Contractor shall perform to the standards required by the PWS and those included in the resulting order.

### Background

VA OSDBU serves as advisor to the Secretary of Veterans Affairs (SECVA) on small business-related matters in support of VA’s mission: "To care for him who shall have borne the battle, and for his widow, and his orphan," by serving and honoring the men and women who are Americas Veterans. VA OSDBU also provides policy guidance, direction, and education to the VA acquisition community to assist in the execution of the VA Small Business Program.

### Objectives

To obtain professional services to support DAP in maximizing opportunities for small businesses by synchronizing critical resources through extensive marketing, counseling, and training so that they can gain direct access to federal, state, and commercial PDMs.

### Scope

This requirement includes professional services that support the successful planning and execution of the NVSBE. The events have historically attracted approximately 3,000 - 4,000 attendees.

On behalf of the Department of Veterans Affairs, Office of Small and Disadvantaged Business Utilization, Direct Access Program (DAP) the contractor will execute one (1) the 2018 NVSBE in New Orleans, LA, October 31 - November 2, 2018. This requirement includes professional services, extensive site research, analysis and recommendations as well as production and support services, to satisfy all requirements for the successful planning and execution of DAP events.

### Period of Performance

The period of performance shall be from date of award for 7-months.

### General Experience Requirements

Contractor personnel shall be fully qualified, possessing required certifications and skill-sets, and have the level of experience necessary to accomplish the requirements of this PWS. In addition, Contractor personnel shall be acceptable to the Government in terms of personal and professional conduct, and in technical knowledge.  Furthermore, Contractor personnel are expected to be proficient using office automation equipment, Microsoft Office and Adobe software, and have sufficient written and verbal communication skills to support the DAP mission. Should any contactor personnel be determined to be unacceptable in terms of technical competency or personal conduct while on-site or while working on contract activities, the Contractor shall immediately remove and replace the unacceptable on-site personnel at no additional cost to the Government. Contractor personnel shall serve in a support role; Government personnel will always make final decisions regarding VA business.

### Key Personnel

Certain skilled, experienced professional, and/or technical qualifications are essential for accomplishing the work to be performed. Individuals having these qualifications are defined as Key Personnel and are those persons whose experience biographies shall be submitted and marked by the Contractor as Key Personnel through submission of the Management Plan Factor.  Substitutions shall only be accepted if in compliance with the Substitution of Key Personnel provision identified below.

The following position is considered key personnel by the Government:

**Sr. Project Manager** **-** An individual with a minimum 15 years of substantive experience, relevant to the task order requirement using program management principles managing a large-scale program, encompassing multiple projects, with total lifecycle budgets and complexity equivalent to the task order at hand. The individual must have experience executing events with a minimum of 3000 - 4000 participants, 40 concurrent break-out sessions, 200 concurrent activities, and have negotiated for up to eight hotels. Experience shall include planning, initiating, managing, executing, and closing out programs in support of the agency’s mission related to events of the scope and complexity.

All Contractor requests for approval of substitutions of key personnel shall be submitted in writing to the COR, and the CO ten (10) business days in advance of the effective date, whenever possible, and shall provide a detailed explanation of the circumstances necessitating the proposed substitution. A complete experience biography of the proposed substitute, and any other information requested by the CO necessary to approve or disapprove the proposed substitution must be submitted. New personnel shall not commence work until all necessary security requirements have been fulfilled and experience biography provided and accepted. The COR and CO will evaluate such requests and promptly notify the Contractor of approval or disapproval in writing. Any substituted personnel shall have the equivalent or better, experience, and credentials than the personnel proposed at award subject to VA review and approval and shall be at full operational capability within 30 calendar days of notification of pending loss.

### Post-Award Conference

The Government intends to convene a post-award conference with the Contractor within five calendar days after award. The Contracting Officer will notify the Contractor of the specific date, method of participation, and agenda upon award.

### Reporting Requirements

The Contractor shall provide the Director of DAP with daily and weekly progress reports in electronic form in Microsoft Word and Project formats regarding event progress and deliverables. The Contractor shall provide an example of a report in a format that the COR or DGR will approve. The reports shall include detailed instructions and/or explanations for each required data element, to ensure that data is accurate and consistent. These reports shall reflect data as of the last day of the preceding week. The reports commencement and frequency shall be as directed by COR.

The Weekly Progress Reports shall cover all work completed during the reporting period and work planned for the subsequent reporting period. The report shall also identify any problems that arose and a description of how the problems were resolved.  If problems have not been completely resolved, the Contractor shall provide an explanation including their plan and timeframe for resolving the issue.

The Contractor shall provide the Contractor Project Management Plan (CPMP) reporting any deviations to the COR or Designated Government Representative (DGR).  The COR or DGR will monitor the plan. The Contractor shall keep in communication with VA accordingly so that issues that arise are transparent to both parties to prevent escalation of outstanding issues.

### 1. Program Reviews

The COR will host Program Reviews with the Contractor Sr. Project Manager as required. The Contractor's Sr. Project Manager will provide the COR with a Project Status Report for contract tasks in-progress and after-action reports for all completed tasks at each meeting. The review shall include the status on all open actions. These reviews shall augment the Weekly Status Report.

### 2. Project Office Initial Program Review

The Contractor shall meet, in-person at a Government location or virtually (if allowed by the COR), with the Project Office and COR for an Initial Program Review to review the specific order details, review project plan initial planning results, and introduce personnel. The Government will specify the date(s), location(s), and agenda three calendar days prior to the meeting.

### 3. Performance Requirements

Tasks under this PWS shall be performed at locations designated by the COR.

### 3.1 Event Planning:

**3.1.1 The Contractor shall generate an event plan.**

The Contractor shall develop a comprehensive event logistics plan. The Government will provide comments for finalizing the plan no later than fifteen working days after receipt. A final event logistics plan shall incorporate the government’s comments and desired changes. The updated plan shall be delivered not later than 90 days prior to the event start date. The Contractor shall provide an updated plan as changes occur. At a minimum, the plan shall include, but not limited to, volumes as described below:

a) Planning:

1. Transportation Plan
2. Recruitment of OGA and Commercial PDMs
3. Food and Beverage (F&B) Services Plan for breaks near COIs
4. PDM Accountability Plan using RFID (to include 1st day check-in and being at their assigned activities on-time throughout the event).  Also the manpower to conduct follow-up calls or contact unaccounted for PDMs.
5. Audio-visual (AV), Photography, Computer and Printer Plan
6. Event Signage and Placement Plan
7. Hotel Plan for VA staff
8. Support room for JOC
9. Speaker Ready Room
10. Media Area
11. Information Booths (4) Placement Plan
12. Manpower to operate four (4) info booths; one for each COI
13. Meeting Room Plan (all activities)
14. Participant queuing, efficient pedestrian flow, and movement plans/maps
15. Emergency exit and Government re-assembly plan
16. Support Rooms for event personnel, Speaker Ready and Holding Rooms
17. VIP special handling plan for designated attendees

b) Execution (No cost to the government):

1. All 2018 NVSBE business networking activities
2. Outfit the Joint Operations Center with office furniture and audio-visual equipment
3. 2-way radio’s with back-up batteries (20)
4. Set-up SES Lounge Area (to include outfitting the room(s) with executive furniture)
5. Outfit SECVA Office (to include providing executive furniture)
6. Dining with Decision Makers (DWDM) table arrangement to include sequentially numbered tables for each community of interest and name tent cards of the PDM designated to sit at each table
7. Break food and refreshments in SES Lounge, SECVA Office, Green Room
8. Collect NRT evaluation/survey forms

c) Post Event:

1. Develop After Action Report (AAR)
2. Using the government’s Event Management and Scheduling Software (EMSS) collect all presentations, biographies, hand-out materials, slides, etc. and information provided by speakers.

Deliverables   
A001 Omnibus Plan

**4. Event Execution:**The execution of the 2018 NVSBE will comply with the Event Plan approved by the government as outlined in paragraph 3.1.1 and will be no-cost to the Government. All expenses for execution of the event shall be collected by the contractor though registration fees, sponsorships, booth sales, and other revenue generating activities. The Government retains approval rights for selections associated with exhibit strategies/contracts, sponsorship contracts, food and beverage, registration fees, on-site conference registration approaches, and plans to provide attendees with transportation to/from convention center and venue hotels. The EC may

receive registration, exhibition, sponsorship, rebate, commissions and/or other fees

collected as payment for performance under the contract. The EC is liable for all costs

related to execution the 2018 NVSBE. The Contractor shall have no expectation of payment from VA regarding any aspect of executing the 2018 NVSBE per the plans approved by the government.

**4.1 The Contractor shall provide on-site logistics.**

The Contractor is responsible for executing the daily agenda of activities to include but not limited to facility set-up and logistics.

**4.2 The Contractor shall provide activity support.**

The Contractor shall validate all audio-visual equipment is working properly and that all activity presentations have been collected from hosts and are ready prior to scheduled activity start time. The Contractor shall resolve any audiovisual and/or room setup logistics issues prior to activity start and provide a means to request immediate assistance for any technical issues that occur during the activity.

The Contractor shall produce maps and information to be included in electronic and hard copy format for all participants, activity hosts, staff, sponsors, and exhibitor packages.

**4.3 Food and Beverage (F&B) Services.**

The Contractor shall implement a food and beverage plan that will include contracting with food and beverage purveyor(s) to provide meals and light refreshments during the event for each registered participant and staff.

Menu selections will be approved by the COR.

**4.4 The Contractor shall provide professional on-site photographers and professional on-site videographers.**

The Contractor shall provide on-site photography and videography for activities identified by the government and documented in the photography and videography plan.

Deliverables   
A002 Photographs and videos

**4.5 The Contractor shall organize and manage Plenary Sessions for Dining with Decision Makers (DWDM).**

The plenary session is an activity that brings all participants to a single location. It will include a speaker and a meal. Plenaries are an enabling platform for "Dining with Decision Makers (DWDM). DWDM is designed to enable participants to hold informal discussions with activity hosts at each table. Seating will be grouped by Communities of Interest (COI). Banners hanging from rigging as well as floor stanchions and meter boards will define each COI. Each COI will have a specific color table linen. The plenary session will have full staging and audio visual and computer equipment, lighting, rigging banners and signage in accordance with the highest industry standards. This includes multiple screens for rear screen projection capability, teleprompter as well as a fully equipped green room.  If an exhibit hall is used, aisle carpeting and perimeter draping will be used. A minimum of four large scale screens shall be provided. All plenaries shall be video recorded. Tables with table stanchions and placard will be numbered sequentially. Room monitors shall be required in a sufficient number to assist participants at multiple tables.

**4.6 The Contractor shall Execute Transportation Plan.**

The Contractor shall implement a transportation plan that includes arranging, contracting, and paying for adequate transportation via passenger busses or shuttles to ferry participants to/from the official contracted hotels to all event sites and activities. . The vehicles and personnel must meet any ADA physical requirements. The number of buses and shuttles provided must be adequate to fully support the needs of the expected number of participants to travel to and from official locations or activities in a timely manner.

**4.7 The Contractor shall execute the Hotel Sleeping Room Plan.**

The Contractor shall implement a hotel plan that includes managing sleeping room blocks within hotels. The contractor shall negotiate a rate for all active government participants not to exceed the prevailing GSA sleeping room rate. Note: The individual participants will be responsible for all charges associated with their rooms.

The Contractor shall ensure that the hotel is in full compliance with the Americans with Disabilities Act (ADA) of 1990, Federal Emergency Management Agency (FEMA) Assignment of any room upgrades or concessions must be reviewed and approved by the CO or COR

**4.8 The Contractor shall provide Security and Emergency Services Personnel Plan and services.**

The Contractor shall implement a security plan. Provide bonded and licensed security personnel to monitor all activities associated with the event. Badge monitors shall be provided at key access points. The contractor shall provide licensed Emergency Medical personnel in sufficient quantity and qualifications to comply with Federal and local ordinance requirements.

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### 5. Deliver Post-Conference Actions.

**5.1 The Contractor shall deliver digital photographs and edited videos.**

Performance Standards  
a) Standard: The Contractor shall deliver all images in high quality digital format which is catalogued. The cataloguing will include but not limited to a standard naming convention, date/time photo taken, name of event, name of the VIP in the photo (for group pictures) of photo, (e.g. 1 of 1000), and standard naming convention, etc.) within 10 business days of the event conclusion. All still images shall be delivered on DVD with images grouped by day and activity. The name of the awardee photographed shall be included in the file name as well as labeled on the back of the photograph.

b) Standard: Timely - Delivered within ten business days.

**5.2 The Contractor shall provide all presentation materials.**

The Contractor shall collect and provide all presentations, bios, hand-out materials, slides, etc. and information provided by speakers to the Government. In addition, copies shall be remitted to participants upon request.  A complete set of all documents will be provided to the COR or DGR electronically within 10 calendar days of event conclusion.

**5.3 The Contractor shall provide an After-Action Report (AAR).**

The Contractor shall prepare and deliver an After-Action Report (AAR) to the COR or DGR no later than 15 calendar days after each supported event. At a minimum, the report shall contain sufficient information to allow for an audit of the event including but not limited to recommended improvements, lessons learned, registration, actual attendance, all expenses (itemized), all revenue (itemized) identification of all discounts, copies of all contracts, subcontracts for every service and labor, concessions and upgrades, any financial losses due to cancellations etc., meals and any other expenses. An electronic copy of all raw data from registration, event management, shall be provided with the report.

Performance Standards  
a) Standard: Complete/Timely/Accurate - After-Action Report (AAR) must be delivered in format previously agreed to by the COR or DGR.

**5.4 The Contractor shall submit a final expense and revenue reports.**

The Contractor shall provide full documentation including breakdowns of all costs, copy of all invoices and advanced payments, deposits to vendors and facilities. The contractor shall propose for the government’s approval the format to provide the breakdown of costs, copy of all invoices and advanced payments, deposits to vendors and facilities.

### 6. Project Status Report

The Contractor shall prepare and electronically transmit a Project Status Report weekly to the COR or Designated Government Representative (DGR). The reporting period shall be from the first day of each week through the last day of that week. The Weekly Status Report shall detail efforts towards achieving contractual milestones and document the overall status of the contract. The Weekly Status Report shall identify accomplishments to date, any and all difficulties encountered, and compare the status achieved to planned goals and the resources expended.

This section will include descriptions and required deliverables for each aspect of contract execution. The Government will provide the selected Contractor with sample formats for the deliverables; however, the Contractor may submit alternate formats for consideration.

### 7. Quality Control Plan

The Contractor is responsible for the quality of all work performed. The Contractor shall measure quality through the Contractor's own Quality Control Program (QCP). The Contractor's QCP will set forth the procedures for self-inspecting the quality, timeliness, responsiveness, customer satisfaction, and other performance requirements in this PWS. The Contractor will implement a performance management system with processes to assess and report its performance to the COR or Designated Government Representative (DGR).  In addition, the Contractor shall submit a draft Quality Control Plan (QCP) to the COR or Designated Government Representative (DGR) for review no later than ten calendar days of task order award.

### 8. Government Acceptance

The COR or Designated Government Representative (DGR) shall have the right to reject or require correction of any deficiencies found in the deliverables that are contrary to requirements established Attachment A.  In the event of a rejected deliverable, the Contractor shall be notified by COR or Designated Government Official (DGR) with reasons for rejection. The Contractor shall correct the rejected deliverable within 24 hours. Corrective action shall be immediately initiated by the Contractor and shall be remedied within 24 hours to meet Governments requirement. The Contractor's Past Performance shall be entered in CPARS and PPIRS IAW FAR 42-15.