



PUBLIC AFFAIRS

EVENT MANAGEMENT

CAMPAIGNS

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1711 Connecticut Avenue, NW, Suite 204, Washington, DC 20009  
p: 202.265.4710 f: 202.318.0583

Date: 04/08/2014

From: Paul Neaville, Partner, Markham Group

RE: Proposal for Women Succeed Bus Tour

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The Markham Group is pleased to present this proposal for a bus tour for When Women Succeed. Given our extensive experience producing bus tours, notably and recently with the Nuns on the Bus and the 2014 Americans United for Change minimum wage bus tour, we feel uniquely positioned and qualified to propose this tour. This memo will detail out the schedule, events, bus options, and staffing needs and suggestions.

Our proposal is based from a draft schedule that we understand was drawn up from ideas suggested by Members and staff. That draft detailed the desire for a five-day, ten-city tour. That draft is attached to the bottom of this memo for reference. We have taken that draft and have modified this schedule slightly to incorporate slightly longer (and padded) drive times, and more buffer time, as a tour with so many Members of Congress will likely need it for wrangling.

The tour stops are designed to have multiple events in each city. The centerpiece of every stop will be a large media event. These events will have the option of full production, including stages, media risers, PA systems with music, tv-lighting, and placards.

Surrounding these large, open-press events will be the opportunity for tours of message-appropriate venues, small group meetings (can be either open or closed press, depending on the situation), and other possibilities, including Off The Record stops at local businesses for photo ops.

The visual centerpiece of the tour will be a bus wrapped with exciting visuals developed in-house. Traditionally with tours of this nature, the bus is a touring coach, not a standard 54-passenger bus. These coaches have work areas, multiple "lounges" to allow for separate meetings or conference calls, a kitchen area and a lavatory, and are equipped with satellite tv and wireless internet. We recommend this type of bus for a tour of this nature, as a touring coach and its multiple work spaces allows for the kind of day-to-day activities that MOCs and their staff are sure to need. A bus of this kind will be limited to a total of 15 to 18 travelers, or so.



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Appropriate staffing is very important for a tour of this kind, especially with so many high-profile riders. We plan to staff this tour with a combination of office-based support, on-the-bus staff, and advance teams. As there are likely going to be a significant number of MOCs on this tour, the scheduling and details of this tour will be of paramount importance.

We plan to have two office-based staff in place before the tour begins to manage the scheduling, coordination, and travel details/logistics for the tour as a whole. These staffers, listed as the Trip Desk and Trip Assistant, will create the daily schedules by working directly with the overall tour directors (from your team) and the individual staffs of the MOCs/candidates whose districts we will be touching. The office crew will also plan and book all MOC and traveling staff travel, including flights, hotels, and all necessary transportation. They will also lay the groundwork for all of our events, assisting to secure permits and event production as necessary.

We will also embed a Trip Director on the bus as a central point of contact between all parties. The Trip Director coordinates constantly between the MOCs on the bus and their bus-based staff, the Trip Director and Assistant, and the advance teams. The Trip Director is directly responsible for keeping the bus running smoothly and on-time. This person will be a seasoned staffer with extensive background in bus tours, campaign events and their operations.

There will also be an advance team of two people for every stop that the bus makes during the tour. The team will get on the ground a few days ahead of each event and liaise with the on-the-ground staff from the MOC/candidate campaign organization, and will be responsible for coordinating between that organization and the tour. The advancer will work to finalize the venue, production, and any other details that need locking down. They will also work with the local group to assist in activating local supporters to build crowd.

The final piece of the staffing puzzle should be filled in with support from the local MOCs/candidates whose districts we will be visiting. Getting the support of these groups will be key, as they will give us an on-the-ground presence from the beginning of the planning process. They should be willing and able to assist with identifying appropriate venues, activating local supporters, reaching out to local media contacts, and other like activities. The active support of the local orgs will be key to a highly successful tour.



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Graphic design will be provided by our team, and will be developed by us, based on extensive input from your team, and then ultimately will be approved by you. Items to be designed will be an overall graphic/theme, bus wrap, event visuals, rally placards, and other collateral/handouts. Markham is also able to print these items. We also plan to provide a social media expert to activate a website and social media presence, and to manage the online and social media effort throughout the tour.

Finally, the scenario was posed to us that you might want to do this kind of tour multiple times between now and November, or possibly do one larger tour of seven to ten days. There are pros and cons for each situation.

For a single tour, there are cost savings, and it potentially allows a big narrative to build around the tour as a whole. If the tour was broken up into three or four separate legs with a month or two in-between, there are some cost redundancies (bus wrapping). We can work to see if we can mitigate some of these overlaps, but that cannot be assured at this point.

However, breaking the tours into smaller pieces allows for reflection and fine-tuning without trying to do it on the fly. Also, it gives the core travelers more of a break on travel, and allows them to stay fresher. Plus, three or four five-day tours would cover much more ground than one seven-to-ten day tour.

We look forward to working with you on this very exciting endeavor.



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## **When Women Succeed, America Succeeds Bus Tour**

**Saturday, May 31 - Wednesday, June 4**

### **Saturday, May 31, 2014**

9:00 a.m. - 12:00 noon - EVENT/**New Hampshire** (Portsmouth/Manchester/Keene?)

Members: Shea-Porter, Kuster, Pingree

*Travel to Boston (2.5 hours)*

3:00 -5:00 p.m. - EVENT/**Boston, MA**

Members: Tierney, Clarke, Kennedy, Tsongas

*Travel to Albany (3 hours)*

RON: Albany, NY

### **Sunday, June 1, 2014**

AM - Church services

11:00 a.m. - 1:00 p.m. EVENT/**Albany, NY**

Members: Tonko

*Travel to Seneca Falls (3 hours, 30 minutes)*

5:00 - 7:00 p.m. - EVENT/**Seneca Falls, NY**

Members: Maffei, candidate M. Robertson

*Travel to Rochester (1 hour)*

RON: Rochester, NY

### **Monday, June 2, 2014**

8:30 - 11:30 a.m. EVENT/**Rochester, NY**

Member: Slaughter

*Travel to Buffalo (1.5 hours)*

2:00 – 5:00 p.m. EVENT/**Buffalo, NY**

Member: Higgins

*Travel to Cleveland, OH (3 hours)*

RON: Cleveland, OH

### **Tuesday, June 3, 2014**

9:00 – 11:30 a.m. EVENT/**Cleveland, OH**

Members: Fudge, Kaptur

*11:30 am Travel to Columbus, Ohio (2.75 hours)*

2:30 p.m. - 5:00 p.m. EVENT/**Columbus, OH**

Members: Beatty

*Travel to Champaign, IL (5 hours)*

RON: Champaign, IL

**Wednesday, June 4, 2014**

8:30 - 11:00 a.m. Event/**Champaign, IL**

Members: candidate Callis

*Travel to Chicago, IL (2.5 hours)*

2:00 - 5:00 p.m. - EVENT/**Chicago, IL**

Members: Schakowsky, Duckworth, Bustos, Kelly

