

The Big Bid Theory

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About the Show



Sharing news you can use with business, government professionals, and those interested in public sector purchasing. Conversations with experts who know and share the truth on what's going on. Each episode ends with 'Crazy Bids', unearthing and discussing "crazy" requests from government agencies.

TBBT Facts

Platforms: Spreaker, iTunes, iHeart, Google Play, YouTube

Launched: 2015

No. of Episodes: 75+

Sample Episodes

- What Didn't Smokey Bear Tell Us About Wildfires?
- How Does U.S. Infrastructure Suffer Because of Politics, Denial, and other Problems?
- Hurricane Harvey. What Now? What Next?

Media Inquiries:

Kevin Henderson

khenderson@bidprime.com

Production Details:

Rick Jennings

rjennings@bidprime.com

BidPrime

Who is Listening?

Along with being available on numerous podcast platforms, the show is directly distributed to 5,000+ individuals in the U.S and Canada.

Audience Background:

Small-medium-large business owners

People working in/around the public sector

B2B/B2G sales, business, marketing professionals

Government vendors and subcontractors



Audience Demographics:

- 53% men, 47% women
- 93% U.S., 7% Canada

Leading Industries:

- Technology 18%
- Government 13%
- Security/Public Safety 12%
- Professional Services 10%
- Media 8%

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2018 Expert Guests



Nat Dukan

RobotLab

Ryan Nichols

Hurricane Florence rescue

April Wiita

Working Solutions

Elisa Wood

Real Energy Writers

Shep Hyken

Customer Service author and speaker

Dr. Kate Wilkin

University of California Forestry/Fire Science and Natural Resource Advisor

Dr. Jon Keeley

Research Ecologist, U.S. Geological Survey and adjunct professor at UCLA

Marty Rogers

Director, Alliance for System Safety of UAS through Research Excellence (ASSURE)

Nina French

Partner and Principal Consultant with the Current Consulting Group

Barry LePatner, Esq.

Esq., author of 'Too Big to Fall: America's Failing Infrastructure and the Way Forward', and established expert on U.S. infrastructure

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Why 'The Big Bid Theory'?

Survey of Americans, by Edison Research (2018):



180 million are aware of podcasting



73 million have listened to a podcast in last month



55% of monthly podcast listeners are age 35+



61% of podcast listeners have 4yr degree+



35% of podcast listeners have household income \$100k+

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The Team



Bill Culhane, who is the VP of Marketing at BidPrime in his day job, has three decades of experience in broadcasting. Bill has worked in, and around, government since the early '80s. Bill most enjoys having conversations with people about important topics.



Rick Jennings has done production work for some of the biggest of the big musicians and bands in the Austin area, aka 'The Live Music Capital of the World'. There's an excellent chance you've heard his work. For TBBT, Rick edits, effects, and filters to make sure each episode is easy on the ears.



Kevin Henderson has years of experience in video and audio production, graphic design, and art. For the show, Kevin coordinates with the production and research teams, while designing the images used for each episode. Fun fact: Kevin's high school mascot are the Hippos!

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Media



Official Podcast Art



Official Bill Photo

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Contact



Media Inquiries: Kevin Henderson
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Editorial & Potential Guests: Bill Culhane
bculhane@bidprime.com



Production Details: Rick Jennings
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TBBT on Social



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