



# REQUEST FOR PROPOSAL:

## EVENT MANAGEMENT

**ACS 2019**

**ST. JOHN'S NL**

**OCTOBER 6-8, 2019**

Atlantic Canada Showcase is a Buyer seated marketplace designed especially for the motorcoach, group, F.I.T. and specialty travel industry.

August 2018

**Atlantic Canada Tourism Caucus**  
Working Together for Tourism Success in Atlantic Canada  
Ensemble pour assurer le succès du tourisme au Canada Atlantique



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# ATLANTIC CANADA SHOWCASE 2019

RFP: Event Management

***Atlantic Canada Showcase is a Buyer seated marketplace designed especially for the motorcoach, group, F.I.T. and specialty travel industry. It will be held in St. John's, NL from October 6-8, 2019 at the St. John's Convention Centre.***

Atlantic Canada Showcase (ACS) is owned by the Atlantic Canada Tourism Caucus (ACTC) comprised of the four Atlantic Canada tourism industry associations. It is a marketplace developed and organized to provide a selling environment through pre-established appointments for Atlantic Canada tourism services and attractions to meet with travel operators from the region's key travel markets. ACS is similar to American Bus Association (ABA), National Tour Association (NTA), Bienvenue Quebec and Rendezvous Canada for Atlantic Canadian private and public sector operators to:

- Showcase their products to tour operators (group, F.I.T. and specialty travel) with an objective to sell their products on site.
- Build relationships for future sales.
- Meet with key operators at a reasonable cost.
- Participate in educational sessions relative to the activity of ACS which informs, motivates and encourages professional development.

The *MISSION* is to increase the number of visitors to Atlantic Canada by introducing new (and expanding upon existing) group, F.I.T. and specialty travel operators to the region through a trade show known as Atlantic Canada Showcase.

## Goals for ACS 2019

- Provide an opportunity for small to medium sized (SME) sellers to connect with travel trade Buyers (decision makers)
- Showcase the culture and tourism products of the region
- Bring Buyers to Atlantic Canada to establish and maintain relationships that lead to sales
- To operate an interactive Marketplace with "Trade Ready" Sellers that will increase tourism revenue in Atlantic Canada
- Provide a venue to grow year-round tourism revenue from North America and Europe to Atlantic Canada
- Have Atlantic Canada represented in Buyer's future marketing plans
- Provide Travel Trade Readiness learning prior to and during the event

# Objectives for ACS 2019

To Sell Atlantic Canada as a tourism destination by:

- Implementing the recommendations from ACS 2016 that will improve the 2019 show and result in new business activity
- Hosting a high quality event that will attract a minimum of 60 Buyers (55 unique companies) to Newfoundland & Labrador for the 2019 event
- Attracting 120 Sellers (plus 35 additional seller delegates) with a target of 10% being new Sellers as identified by Buyer feedback during 2012 research maintaining a 1:2 ratio of quality Buyers to Sellers
- To ensure high-end FAM options are designed to maximize exposure to Atlantic Canada products, destinations and experiences with a clear process in place for pre FAM communication

## Strategic Directions

### 1. Enhance Travel Trade Participation

- The 2019 Show will continue to broaden Buyer scope to attract more F.I.T. Buyers, moving away from exclusive group tour markets.
- Ensure Buyer delegates are product/destination decision makers.
- Ensure strong communication activity around the 2019 event with all stakeholders through technology; early and ongoing information.
- Continue year round communication and customer support.

### 2. Enhance Seller Participation

- The 2019 show will adjust the mix of Sellers to reflect Buyer's interest. This will be accomplished through cooperation with the four provincial tourism departments.
- The 2019 show will broaden the product offered by Sellers to include more experiential product providers who are ready and able to service the market.
- The 2019 show will modify Familiarization Tours to increase experience and exposure to products of interest to Buyers.
- Enhance communication activity around the 2019 event with all stakeholders through web-based technologies; early and ongoing information.
- Continue year-round communication and customer support.

### 3. Development of Trade Ready Educational Strategy for Sellers and Buyers

- The 2019 event will educate Sellers on working with different sectors of the travel trade in cooperation with provincial tourism departments – making sure the focus is on Market Readiness initiatives in each province prior to the event.

- The 2019 show will provide Buyers with more information and insight into regional marketing tactics. Communication and dialogue with Buyers will take place prior to arrival.
- Ensure the technology (website/social media) implemented in 2014 is updated to reflect current needs and resources for successful ACS 2019 communication – direct pre-show information and communication from Sellers to Buyers.

#### **4. Show Format**

- The show format at the 2016 event, focus on servicing the Buyers and Sellers, will be continued in 2019.
- Appointment scheduler TEAM, utilized in 2016 with success, will be utilized via contracting the Tourism Industry Association of Canada (TIAC).
- A Concierge will be assigned to meet the needs of the Buyers and deal with additional adjustments to schedules or any other needs required on a daily basis and between events.
- Concierge will manage a message board to facilitate any communication between Buyers and Sellers.
- Allow empty appointment spots to allow Buyers and Sellers who didn't get matched previously to book time with each other.
- Engage a 30 minute shopping session at the beginning of the marketplace for Buyers and Sellers to schedule appointments with those whom they have not been previously matched.
- Networking opportunities will be reviewed and enhanced to maximize sales, potential sales and long-term relationships.
- Although ROI is difficult, an evaluation will be conducted and we will be considering new mechanisms to determine target markets of Buyers and to determine new business as a result of ACS.
- The new Atlantic Canada Night event introduced in 2016 will be reviewed and updated with all details vetted through the ACAT Marketing Advisory Committee.

#### **ACS 2019 – Customer First Approach**

- Decisions will be made based on meeting the customers' (Buyers') needs and looking for ways to increase sales opportunities.
- Two onsite concierges will be in place to 1) ensure updates and changes to buyers' appointments are handled efficiently and smoothly onsite and 2) ensure any requests buyers have beyond appoint scheduling are handled in a professional and timely manner.
- The full ACS Committee will meet monthly starting in October 2018 to ensure an efficient process and that all stakeholders can contribute to making the event a success for the Atlantic Canada tourism industry.

- An evaluation process will be put in place to measure overall expectations for the event and whether Buyers are including Atlantic Canada in their future marketing plans.

## REQUEST FOR PROPOSAL

Hospitality NL is looking for either one company or individual(s) to provide event management services for ACS 2019. The contractor(s) will focus on event management, logistics and customer service. They will be the key point of contact for Buyers and Sellers and will focus on developing a relationship between Buyers and Sellers and ACS prior to the event.

Complete details are available below.

## REQUEST FOR PROPOSAL

Position: Event Management

Purpose: Full organization and execution of marketplace and event

Due Date: 4:00 pm (NLST), September 28, 2018

## EVENT MANAGEMENT OBJECTIVES

- To manage the logistics of Atlantic Canada Showcase within the set fiscal framework while also following the strategic direction for ACS.
- To ensure the interests of all participating parties are met within the parameters of the project (Sellers, Buyers, organizing committee etc.).
- To ensure a 2:1 ratio of Buyers to Sellers and attention is adhered to increasing the numbers and quality of both.
- To manage and build a relationship between Buyers, Sellers and ACS.
- To provide Buyers and Sellers a quality customer service experience while also following the strategic direction for ACS.

## THE PROJECT & SCOPE OF WORK

The successful proponent will be responsible for all aspects of development, facilitation, execution, and management of the event.

The consultant or company contracted will take direction from Hospitality NL who will act on behalf of the ACS 2019 Organizing Committee.

The proposed term for the Atlantic Canada Showcase Event Manager is approximately fourteen (14) months: September 2018 (start date immediately following signature of contract) – October 31, 2019. **ACS Marketplace dates: October 6-8, 2019** inclusive with pre and post familiarization tours of 2/3 days.

The Event Manager will:

- Manage the recruitment of Buyers and Sellers – responding to and fulfilling all inquiries, processing all applications in conjunction with registration/scheduling service provider
- Coordinate registration and payments of Buyers and Sellers
- Develop sponsorship plan and secure sponsors (providing first right of refusal to prior sponsors) including fulfillment
- Review and update website with ongoing content management and ensure interfaced with appointment scheduling and registration software
- Develop and implement a communication strategy including media plan
- Develop and implement social media plan
- Work with successful proponent to fulfill buyer and seller pre-event questions
- Liaise with all venues as directed by Hospitality NL Organizing Committee
- Liaise with Hospitality NL to ensure activities meet requirements
- Provide direction to designated support staff
- Establish an on-site coordination office
- Manage accommodations for buyers and VIPs
- Manage communications
- Manage the registration desk and registration process onsite
- Coordinate a concierge desk onsite
- Coordinate educational sessions for Sellers
- Coordinate orientation sessions for Buyers
- Coordinate the scheduling appointments for Buyers with service provider
- Coordinate signage and other required materials
- Coordinate AV, décor requirements (pipe & drape) & seating plan
- Act as main liaison with all buyers and sellers
- Attend face to face, or by conference call, all host committee meetings
- Manage RFP process for all suppliers
- Manage all logistics for all venues and room blocks ensuring all customers' needs are addressed
- Develop decor plan for all events connected with ACS 2019
- Ensure smooth set up, delivery, and tear down
- Liaise with and manage required contractors and suppliers to ensure production and delivery of event components
- Coordinate the preparation, production and translation of all printed documents
- Manage buyer travel ensuring buyers arrive and depart at the correct times and reimbursements are provided
- Ensure on the ground transportation is provided to and from the airport, other needs as required
- Update volunteer manual and work with volunteer chair to ensure needs are known and volunteers are trained, scheduled and an appreciation item/event occurs

- Manage committee meetings and provide minutes/notes in a timely fashion ensuring actionable items are completed
- Work with designated Hospitality NL staff to develop roles and responsibilities and facilitate regular progress updates (specifically accounting and communications prior to and onsite support staff)
- Work with provincial tourism departments to ensure education sessions are provided for sellers prior to and onsite, repeating the buddy system for sellers and buyers
- Work with provincial tourism departments for pre and post FAM tours for buyers
- Work with provincial tourism departments for province specific activities (i.e. lunches, receptions, etc.)
- Manage all onsite logistics
- Ensure post event evaluation is conducted with buyers, sellers, sponsors and other stakeholders
- Work with Hospitality NL to finalize accounting for ACS 2019
- Prepare final report including goals, outcomes, successes and areas for improvement for future ACS events
- Provide digital copies of all materials produced for ACS 2019
- Ensure high stakeholder satisfaction and financial success of ACS 2019
- Provide one additional onsite staff
- Other activities assigned by organizing committee

## **PROPONENT INFORMATION**

Please provide:

### **COMPANY PROFILE**

The proponent must provide any relevant information pertaining to its history, company philosophy and growth trends. This should include any previous experience in destination promotion, tradeshow coordination, etc.

### **COMPANY PERSONNEL**

Proposals should specify the names and qualifications of the personnel who will be assigned to the project and the role each will assume in the project administration.

### **COMPANY REFERENCES**

Proposals should contain a current client list complete with an outline of services provided, a list of meetings and conventions you were responsible for and contact information of three references.

### **COMPANY ACCREDITATION**

Proponents are requested to outline details of current accreditation/memberships. If a partner or subcontractor is a part of this proposal, please include the same information for each company.

## **WORKPLAN PROPOSAL**

Please outline your approach for meeting the overall objectives of Atlantic Canada Showcase and the Strategic Direction for 2019. Please include a critical path - with appropriate approval time frames, detailed work plan, and communication plan.

Please include a schedule of regular meetings/briefings by telephone with Hospitality NL to: review and confirm the terms of this RFP; arrange and assign appropriate tasks; set directives; and establish a critical path, milestones and time line for the assignment.

## **FINANCIAL INFORMATION**

The proposal must include a detailed budget.

## **EVALUATION**

The project will be scored on the above deliverables with special emphasis on marketing plan and creative approach.

### **CONTRACTOR EVALUATION (50%)**

- qualifications as outlined in Proponent Information
- experience working with committees, buyers/sellers and group tour market
- sample of past work
- feedback obtained from references provided

### **PROPOSED WORK PLAN (40%)**

- understanding of project
- clarity and relevance of proposal; strategy for development of work plan
- creative and innovative approach to the project
- demonstrate 'added value' to the ACS event

### **PROJECT COSTS (10%)**

- costs realistic for each component of work plan (qualitative factors)
- cost related to professional delivery and fairness of price related to market value and comparison of bid to other submissions

## **GENERAL INFORMATION**

- Please provide an electronic version
- Atlantic Canada Showcase and Hospitality NL reserve the right to not award the contract
- Lowest bidder is not necessarily awarded the contract
- All materials must be reflective of the organization's pan-Atlantic nature.



## **SUBMISSION INFORMATION**

Submissions for this RFP will only be accepted via email.

When your proposal has been received, you will receive an automated reply confirming your proposal submission. Only one RFP submission per company will be accepted. If there are multiple email submissions, only the first submission will be accepted. If you have problems sending your proposal, please contact Hospitality NL immediately at the contact information provided below.

Proposals will be accepted in PDF format only. Please limit the size of your proposal attachment to less than 5 MB, and/or less than 20 letter sized pages. If vendors wish to provide supplement material (example – previous research material) that is larger than these limits, please make this material available for download via the vendors own online resources, such as a FTP site.

\*\*\*Please attach your proposal and format your email as follows:\*\*\*

To: [jford@hnl.ca](mailto:jford@hnl.ca)

Subject: ACS 2019 Event Management - **[Your Company Name]**

Body: ACS RFP EM2019 from **[Full Company Name & Contact Information]**

\*\*\*IMPORTANT – The filename of your attachment must contain your company name\*\*\*

Any proposals that do not follow these specific instructions may be rejected by the selection committee at any time during the evaluation process. Proposals sent to an email address other than the email address provided, will not be accepted. Bidders may, and are encouraged to submit their proposals any time prior to the RFP closing date and time.

## **CONTACT:**

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