



REQUEST FOR PROPOSAL (RFP)

2022 BC TOURISM & HOSPITALITY CONFERENCE

Prince George, BC
March 8 – 11, 2022

Prepared By:
Tourism Industry Association of BC
BC Hotel Association

AUGUST 17, 2021

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1. SUMMARY AND BACKGROUND

As co-hosts of the 2022 BC Tourism & Hospitality Conference (BCTHC), the [Tourism Industry Association of BC \(TIABC\)](#) and the [BC Hotel Association \(BCHA\)](#) are accepting proposals to develop, produce and manage the 2022 BCTHC, to take place in Prince George from March 8 – 11.

Our first joint (tourism & hospitality) conference was held virtually earlier this year and attracted more than 700 registrants. In March 2020, the BC Tourism Industry Conference welcomed close to 500 delegates and was held at the Victoria Conference Centre. The BC Hospitality Summit, which was to take place later in March 2020 was cancelled due to COVID-19 restrictions.

This Request for Proposal (RFP) is to solicit proposals from qualified meeting and event planners to assist TIABC and BCHA in organizing, coordinating, and staging a successful BC Tourism & Hospitality Conference based on the needs and objectives of both organizations. The winning bid will be selected on the fair and extensive evaluation criteria listed herein.

The Tourism Industry Association of British Columbia (TIABC) is the Voice of Tourism for British Columbia's visitor economy. TIABC is a not-for-profit, business association whose primary purpose is to advocate for the interests of its members, stakeholders, and the 19,300 tourism businesses and more than 150,000 employees throughout the province.

The BC Hotel Association is the advocate and spokesperson for the interests of the accommodation industry throughout BC. Once a \$3.2 billion+ revenue generating industry prior to COVID-19, representing more than 80,000 rooms and 60,000 employees, and the hundreds of supporting industries and businesses as associate members, the BCHA has been a tireless advocate and active leader in the fight toward relief and recovery, among many other priority issues.

2. DEFINITIONS AND ADMINISTRATIVE REQUIREMENTS

Throughout this Request for Proposal, the following definitions apply:

- a. "Closing Time" means time and date on the front cover of this RFP;
- b. "Closing Location" means the location on the front cover of this RFP;
- c. "Conference" means the 2022 Tourism Industry Conference as set out in this RFP;
- d. "Contact Person" means the person set out on the last page of this RFP;
- e. "Contract" means the written agreement between TIABC, BCHA and the Contractor;
- f. "Contractor" means the successful Proponent who enters into a written contract with TIABC and BCHA;
- g. "TIABC" means the Tourism Industry Association of BC; BCHA means the BC Hotel Association;
- h. "Must" or "Mandatory" means a requirement that must be met in order for a proposal to receive consideration;
- i. "Proponent" means an individual, company or other legal entity that submits, or intends to submit a proposal in response to this Request for Proposal;
- j. "Request for Proposal" or "RFP" means the process described in this document; and
- k. "Should" or "Desirable" means a requirement having a significant degree of importance to TIABC and BCHA.

Conflict of Interest

A Proponent will not be eligible to submit a proposal if the Proponent's current or past corporate or other interests may, in TIABC or the BCHA's opinion, give rise to a conflict of interest in connection with the project described in this RFP. This includes, but is not limited to, involvement by a Proponent in the preparation of this RFP. If a Proponent is in doubt as to whether there might be a conflict of interest, the Proponent should consult with a Contact Person prior to submitting a proposal.

3. PROPOSAL GUIDELINES

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until **5 p.m. (PST) Monday, August 30, 2021**. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in a proposal must be all-inclusive to include any outsourced or contracted work. Any proposal that calls for outsourcing or contracting work must include a name and description of the organization/s being contracted. Any potential additional costs that can be anticipated and are not included in this proposal to the best of the applicant's abilities must be detailed with specific item and potential cost.

All costs must be itemized to include an explanation of all expenses.

Contract terms and conditions will be negotiated upon selection of the winning bidder. All contractual terms and conditions will be subject to review by TIABC and BCHA, and will include scope, budget, schedule, and other necessary items pertaining to the project.

4. CONFERENCE PURPOSE AND DESCRIPTION

In previous years, TIABC and the BCHA hosted individual and successful tourism and hospitality industry conferences that attracted industry professionals from around the province. Attendees consisted of representatives from regional and city/community destination marketing and management organizations, sector associations, individual business operators and/or their employees, along with provincial, municipal and federal political leaders or bureaucrats. Attendees eagerly anticipate the conference as a way to network and learn/share new ideas.

For both TIABC and BCHA, the annual conference is a primary source of revenue to help sustain both organizations on an annual basis. Therefore, the conference must deliver a combination of both member satisfaction and profit to TIABC and BCHA. Conference expenses, including fees and hard costs borne by the meeting planner, are covered out of revenues generated by registration fees, sponsorship, a marketplace, and silent auction.

TIABC and the BCHA are seeking a Proponent that will develop, produce, promote, and manage a successful three and a half-day Conference, working closely with both organizations. The format of the Conference will include the following components:

- Workshops/break-out sessions (up to 20)
 - A dedicated technician/attendant per session is required to manage technical elements and respond/trouble shoot.
- Plenary sessions/keynote presentations (5-8)
 - This is to include all required production for 500+ people: staging, lighting, audio, stage management, dedicated technical team and speaker support including mics
- Breakfast (up to 3)
- Lunch (up to 3)
- Coffee breaks (up to 6)
- Marketplace/Showcase
- Awards/Gala Event
 - The awards gala will feature a no-host cocktail reception followed by a seated, plated 3-course dinner. Seven to 10 awards will be dispersed throughout the evening
- Welcome/Opening Reception
 - The Welcome/Opening Reception includes sponsored food and beverage, host remarks and entertainment
- Immersive Indigenous component (to be determined)
- Potential student component (may be in partnership with go2hr)
- Photography and videography is required for all aspects of the conference and will be procured by TIABC and BCHA.

A Working Committee comprised of TIABC and BCHA board members, respective CEOs and staff will oversee conference coordination and liaise regularly with the successful Proponent on workshop development, securing workshop and keynote speakers, soliciting sponsors, organizing receptions/social activities and the gala, as well as promotional activities. The successful Proponent will report directly to the TIABC/BCHA CEO's and/or designates.

5. CONFERENCE DETAILS

The successful Proponent will work with the Working Committee and must provide the following services to their satisfaction:

- Develop and manage the approved budget
- Develop and manage an approved timeline of key target dates
- Oversee the supervision and overall production of the conference
- Assemble all presentations, oversee session rehearsals, and development of overall conference show flow
- Secure and coordinate all venue requirements, including but not limited to registration area, meeting rooms, marketplace, special events, storage, office space, and meals
- Act as the primary contact with the venue host and negotiate/manage contracts with venue, audio-visual services and other suppliers
- Negotiate and secure hotel accommodation rates and act as primary contact with properties
- Assist the Working Committee with development of the Conference agenda

- Assist with attracting and confirming speakers, as well as speaker liaison and travel requirements as necessary
- Assist the Working Committee in securing sponsorship, sponsor liaison, and coordination of on-site sponsorship activation
- Manage delegate and contact list development, as well as distribution of communication
- Develop marketing and promotional materials/activities as required
- Develop and produce on-site signage as required
- Manage and oversee all activities on conference networking app
- Develop and manage social media, website, and stakeholder engagement
- Schedule and host regular meetings (with a standing agenda) with the Working Committee, and issuing meeting minutes following each session
- Implement initiatives to ensure that the conference is as sustainable and carbon neutral as possible
- Manage email communications with attendees via info@bctourismandhospitalityconference.com
- Develop and manage script writing for conference hosts and select speakers
- Support Working Committee with conference award coordination
- Manage on-site registration
- Collect all registration fees. The contractor must have a valid Certificate of Compliance confirming the proponent is at a minimum a PCI Level 2 Service Successful Proponent as defined by the PCI Security Council (Level 1 is preferred). The Certificate of Compliance must be issued by a Qualified Security Assessor who is certified by the PCI Security Standards Council
- Invoice delegates and organizations as required for their registration and sponsorship fees

Revenue Collection:

- Collect and track delegate registration fees and sponsorship fees received
- Follow-up on any outstanding payments as required and advise the Working Committee on a regular basis of the status
- Submit gross revenue received to the Working Committee on a monthly basis along with a reconciled revenue statement.
- Provide the Working Committee with registration reports as requested
- Update and oversee all website activities on bctourismandhospitalityconference.com, hosted by squarespace
- Manage all A/V requirements within the established budget
- Manage all food & beverage requirements for the conference and for special events as required within the established budget
- Assemble all presentations, session rehearsals, and development of overall conference show flow
- Set up and manage silent-auction, including procurement and distribution of prizes
- Develop and manage post-conference survey

Additional Considerations:

The bidder must include a summary of their approach to safety and risk management when it comes to communicable disease prevention and other emergency response. A detailed plan will be developed by the successful proponent in advance of the conference.

A key part of the conference is the annual awards gala to be held on the final night of the Conference. The successful Proponent will play a key role in the production of the gala, including but not limited to, selection of entertainment.

Additional consideration will be given to Proponents who will be able to confirm financial support from suitable sponsors.

Tentative Conference Agenda for March 8 – March 11, 2022

Tuesday, March 8 th		Town Hall Hotel sector workshops Board meetings Other industry meetings
Wednesday, March 9 th	1–5 pm	Workshops & sessions
	6:30 pm	Welcome/opening reception
Thursday, March 10 th	7:30 am	Breakfast and plenary session
	8 am–5 pm	Workshops and sessions
	12:00 pm	Lunch and plenary session
	6:30 pm	Awards reception and gala
Friday, March 11 th	8:00 am	Breakfast and plenary session
	8:30–11:30 am	Workshops and sessions
	11:30 am–2 pm	Lunch and closing plenary

The following criteria must be met to achieve a successful Conference:

- Development of a Conference program that will assist the BCTHC in achieving attendance in excess of 500+ attendees
- Confirmation of venue that allows for opportunities for break-out sessions, networking, and is in close-proximity to suitable accommodations
- Securing of hotel accommodations and conference rates for delegates and guests
- Confirmation of Conference program that allows sufficient lead time for promotion and attendee registration
- Strong participation from the tourism and hospitality business community
- Demonstrated ability to effectively manage a cost-recovery budget resulting in a profit
- Ability to work closely with a Working Committee,
- Ability to meet and exceed expectations of the Conference sponsorship program

6. REQUEST FOR PROPOSAL AND CONFERENCE TIMELINE

- A. All proposals in response to this RFP are due no later than 5 p.m. (PST) on **Monday, August 30, 2021**.
- B. Evaluation of proposals will be conducted on **August 31 and September 1, 2021**. If additional information or discussions are needed with any bidders during this two-day window, the bidder(s) will be notified.
- C. The selection decision for the winning bidder will be made no later than end of day **September 1, 2021**.
- D. Upon notification, the contract negotiation with the winning bidder will begin immediately and will be completed no later than **September 3, 2021**.
- E. Notifications to Proponents who were not selected will be completed by **September 3, 2021**.

7. PROPONENT FEES AND WORKBACK PLAN

- The proponent will provide a budget breakdown of project management fees and services, as well as a draft work-back plan with key milestones. The bidder must account for staffing on-site, including volunteers to manage conference logistics.

8. BIDDER QUALIFICATIONS

Bidders must provide the following items as part of their proposal for consideration:

- Draft Work Plan identifying the proposed management approach including monitoring of budget, revenues and other activities as identified
- Structure of the Proponent's project team (including any sub-contractors) and responsibilities of the Project Manager and other key staff
- List of the number of fulltime, part-time, and contractor staff that will assist with conference development and management
- Company background, including areas of expertise
- Description of experience in planning, marketing, and managing tourism industry or similar conferences, and provide examples of two or more conferences of similar scope and size that your organization has produced
- Testimonials from past clients on conference management and production
- Timeline for completion of each step

9. PROPOSAL EVALUATION CRITERIA

TIABC and the BCHA, along with the Working Committee will evaluate all proposals based on the following criteria. All personnel will be bound by the same standards of confidentiality. Proposals will not be evaluated against anything other than the criteria defined in this RFP and will be evaluated on a point rating system.

Mandatory Criteria:

- Proposals not clearly demonstrating that they meet the following mandatory criteria will be excluded from further consideration during the evaluation process.

- The proposal must include a Work Plan that demonstrates the ability to manage all components of the project within the specified timeframe.
- The proposal must include a Certificate of Compliance confirming the proponent is at a minimum, a PCI Level 2 Service Provider as defined by the PCI Security Council (Level 1 is preferred). The Certificate of Compliance must be issued by a Qualified Security Assessor who is certified by the PCI Security Standards Council.
- The proposal must include a summary of the approach to safety and risk management when it comes to communicable disease prevention and other emergency response.
- Proponents must provide an all-inclusive price (including applicable taxes) for their management fee, for all services outlined in this RFP.

Desirable Criteria:

Proposals meeting all the mandatory criteria will be further assessed against desirable criteria.

Criteria	Weight	Minimum Score
1. Demonstrated experience, including: <ul style="list-style-type: none"> • Number of years in industry, performing similar work • Scope and complexity of projects completed to date • Management of any events with COVID-19 safety plans 	20	15
2. Approach, including: <ul style="list-style-type: none"> • Draft Work Plan, identifying the proposed approach and methods incorporating all deliverables as outlined in this RFP • Procedures to monitor revenues and expenses • Realistic timeline for execution of various elements • Proposal's completeness and accuracy 	30	15
3. Creativity in attracting a wide range of attendees and achieving a registration goal of at least 500 attendees	30	25
4. Pricing: <ul style="list-style-type: none"> • All-inclusive price, including taxes, for management fee, and for all Proponent services outlined in this proposal • Pricing will be evaluated, based on the formula noted below 	20	10
	100	65

$$S = \frac{\text{Min} \times M}{P}$$

S = score

Min = lowest priced proposal

P = price on this proposal

M = total marks available for price

Provisions:

1). Based on the measure of success of the 2022 BC THC Conference including achieved delivery on the strategic goals of the conference and a mutual working relationship is established, the successful proponent will be provided the opportunity to secure an additional two-year contract for the 2023 and 2024 conferences.

2). In the event that travel restrictions are re-introduced and an in-person event is not possible, consideration will be given for a hybrid conference. TIABC and BCHA reserve the right to renegotiate a new agreement with the proponent or other suppliers.

References:

References of the highest-scoring proponent may be contacted. TIABC and the BCHA will not enter into a contract with any proponent whose references, in their sole opinion, are found to be unsatisfactory.

Proposals must be received **August 30th at 5 p.m. PST** to the following:

BC Hotel Association/Tourism Industry Association of BC
200-948 Howe Street
Vancouver, BC
V6Z 1N9

Or submit electronically to:

Walt Judas
CEO, TIABC
wjudas@tiabc.ca

Ingrid Jarrett
CEO, BCHA
ingrid@bcha.com

