



Request for Proposal
Project and Event Management Services

GoMedia Canada 2020 – Victoria
Host City Deliverables
September 9-13, 2020
Victoria, B.C.

Submissions due January 14, 2020

Summary + Event Background

Produced annually by Destination Canada and the Tourism Industry Association of Canada, GoMedia brings together the best Canadian tourism partners from across the country with top travel media from around the globe. GoMedia Canada brings together approximately 150 travel media from around the world to meet with Canadian tourism officials through one-on-one meetings, interactive networking events and immersive destination experiences.

Hosted by a different destination in Canada each year, the event attracts about 310 people in total, including travel media and industry. The four-night event also features receptions, sponsored luncheons, tours of the destination and professional development opportunities.

**GoMedia Canada 2020 presented by Destination Canada
September 9 – 13, 2020
Victoria Conference Centre and the Fairmont Empress**

In 2020, Greater Victoria will host this event for the first time. Destination Greater Victoria is seeking to hire an event management firm to manage and execute the host destination deliverables. The selected firm will work extremely closely with the Destination Greater Victoria Marketing Communications team and the Local Organizing Committee to execute the outlined deliverables. All components of this project will be collaborated on with the Marketing Communications Team and the Local Organizing Committee. However, the critical path will be established and managed by the contracted firm.

Scope of Work

The selected firm will play a key role, under the supervision of Destination Greater Victoria's VP, Marketing Communications, to ensure the following deliverables are executed. The items outlined below are subject to change as the project develops.

1. Receptions

As part of the conference programming, the following evening receptions are the responsibility of the host destination to plan and execute. The selected firm will work with the Marketing Communications Team to determine the venue and theme for these receptions and will be responsible for contracting and coordinating all elements of the reception including transportation, if required. (approx. 300 guests at each reception).

- a. **Wednesday Evening:** This evening will offer a casual reception for delegates.
- b. **Thursday Evening:** This is the official opening ceremony for the conference.
- c. **Friday Evening:** The future host city will likely host this evening. Destination Greater Victoria will offer collaboration to ensure this experience complements those which are being offered by Destination Greater Victoria and avoids any overlap.

2. Miscellaneous

- a. **Volunteers:** The selected firm will be responsible for overseeing the volunteer requirements for the host destination initiatives and any requirements outlined by GoMedia. This will include arranging a volunteer information desk at the host hotel and airport, if possible.
- b. **Transportation:** The selected firm will be responsible for coordinating return transportation for delegates from the airport to the host hotel, to the host destination evening receptions (location dependent), and for the media tours.
- c. **Gifting:** In collaboration with the Local Organizing Committee, the selected firm will be required to prepare welcome packages for all delegates including visitor information, maps, itineraries, etc. as well as source a memorable gift for all delegates and a premium gift for media guests.
- d. **Sponsorship:** In collaboration with the Local Organizing Committee, the selected firm may be responsible for creating a sponsorship package for the event.

3. Planning Meetings

- a. **Internal Planning Meetings:** The selected firm will be required to attend a weekly planning meeting, in person or via conference call, with Destination Greater Victoria's Communications team from August 2019 – August 2020.
- b. **Local Organizing Committee:** The selected firm will be required to hold a seat on the Local Organizing Committee and attend planning meetings approximately once a month between January 2020 and August 2020. Meetings will likely increase in frequency in the final months of preparations.

4. Media Tours

These tours will be planned internally by Destination Greater Victoria's Marketing Communications Team. The selected firm will need to be aware of the content in order to prevent any duplicate content in other aspects of the program.

- a. **Pre- and post-tours for media:** Destination Greater Victoria is responsible for providing compelling pre- and post-tours for approximately 30 travel media individuals in association with this event highlighting the destination and surrounding region. These itineraries include transportation, accommodation, meals and activities tailored to the interests of each writer and elements which the Marketing Communications Team chooses to highlight.
- b. **Conference tours:** Destination Greater Victoria is responsible for providing full-day tours for media (approx. 130 delegates) and half-day tours for industry members (approx. 150 delegates) as part of the conference programming. These itineraries will include transportation, activities and lunch. These tours will feature and be led by members of Destination Greater Victoria. Registration for these tours will be managed through GoMedia Canada.

Evaluation Criteria

- a. The proposal must include the following components: (50%)
 - Understanding of the project
 - Qualifications of proponent: firms are asked to present an example of another event you have managed that demonstrates your understanding of the scope of this project
 - Project team: firms are asked to present the individual or team that will be assigned to this project
 - Ability to secure and work with appropriate contractors
 - Provide current reference information for two former or current clients
- b. Project Proposal: Proposed Budget (25%) and Creative Concepts (25%)

Firms are asked to submit a project proposal and creative concept for the three reception components including professional fees as well as a breakdown of the professional fee structure for other RFP elements.

 1. Thursday evening reception
 2. Friday evening reception (tentative)
 3. Professional fee breakdown for all other elements of the RFP, excluding supplier associated costs

Timeline

January 3, 2020 - Deadline to provide an expression of interest

January 6-9 – Period for questions regarding the RFP

- Jennifer Adsett, VP Marketing Communications

January 14, 2020 – Deadline to submit proposals

January 21, 2020 - Announcement of selected firm

Contract Terms

Destination Greater Victoria will review all proposals submitted on or before the deadline. Once the successful candidate and/or firm is selected, a contract, outlining terms, scope, budget and other necessary items will be signed by both parties. Preference will be given to members of Destination Greater Victoria.

Submissions

This is an open and competitive process.

Please submit your proposal to Jennifer Adsett, VP Marketing Communications, at Jennifer.adsett@tourismvictoria.com by 5:00pm on **January 14, 2020**.

Terms of Reference

Confidentiality

All confidential information gathered by the proponent and/or acquired from Destination Greater Victoria shall not be disclosed by the proponent or their affiliates at any time during and or after the completion of this project. Destination Greater Victoria may require all proponents to sign a non-disclosure agreement.

Submissions and Rejections

Destination Greater Victoria holds the right, by its own merit, to accept or reject in whole or in part any proposal submitted for any reason. By issuing this RFP, Destination Greater Victoria does not imply and/or agree to any contractual obligations to any and all proponents submitting a proposal and does not further give any assurance that any proposal will be accepted. Destination Greater Victoria has no legal obligations to any proponent submitting a proposal until a formal written agreement has been signed by the parties.

Destination Greater Victoria may or may not award this RFP at its sole discretion. Destination Greater Victoria also reserves the right to negotiate with proponents, ask for clarification and invite modifications to a proposal and/or alter parts of the RFP.

Proponents submitting a proposal do so at their own risk. If a proposal is submitted and chosen and an error is detected by the proponent, the original submission will stand as submitted. A proposal may be withdrawn anytime before the proposal due date and time. A proposal may not be amended or withdrawn after the proposal due date and time except as otherwise provided by applicable law. If the proponent withdraws their bid for any reason the proponent will not be entitled to any compensation of any kind.

The proponent's proposal and associated fees will be considered as a binding offer capable of acceptance and shall remain so until the conclusion and a final binding offer is signed and contracted. Any and all negotiations will occur in a timely and professional manner under the terms of the RFP. Destination Greater Victoria holds the right to alter all or parts of the timeline of this RFP.

All proposals shall remain open for 90 days after the day of the opening of proposals, but Destination Greater Victoria may, at its sole discretion, release any proposal it deems as not within the RFP parameters. No proponent may withdraw their proposal during this period without written permission from Destination Greater Victoria.

Incurred costs

Proponents submitting a proposal do so at their own costs and do not hold Destination Greater Victoria liable in any way for these costs. No compensation of any kind will be available for any reason if your proposal is not selected.

Sub-contracting

Proponents may choose to submit a proposal with a sub-contractor(s) or in a joint association with another partner firm. If so, full disclosure of these sub-contractors and/or partner firms must be clearly identified with in the proposal and abide by the same criteria listed.

Indemnification

The successful proponent shall indemnify and hold harmless Destination Greater Victoria, its Board of Directors, its officers and partners from and against all actions, claims, demands, losses, costs, damages, suits, or proceedings whatsoever which may be brought against or made against all losses, liabilities, judgments, claims, suits, demands or expenses which may sustain, suffer or be put to resulting from or arising, out of the successful proponent's failure to exercise reasonable care, skill, or diligence or omissions in the performance or rendering of any work or service required hereunder to be performed or rendered by the successful proponent, its agents, officials and employees.

Legal jurisdiction

Any legal claims arising from this RFP and any work hereafter accomplished will be constituted under the governing laws of the province of British Columbia.

Non-Collusion and Non-Discrimination

By signing and submitting a proposal, the proponent certifies that: the proponent did not engage in collusion or other anti-competitive practices in connection with the preparation or submission of its proposal.

Acceptance of terms

By submitting a proposal, the proponent represents that they have read, completely understand, and accept all terms and conditions of the RFP in full.