

# EVENT MANAGEMENT REQUEST FOR PROPOSAL

## **LOT 2 : CHAMBER ANNUAL AWARDS MANAGEMENT**

### **PURPOSE**

The purpose of this document is to define the requirements of the business for an event management contract for our **Annual Awards**

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**Suppliers can bid for one or both Lots:**

Lot 1 - Annual Exhibition Event Management (**please see separate document**)

Lot 2 - Annual Awards Event Management (**this document**)

(If suppliers are bidding for both Lots, they must submit 2 separate tender documents)

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## SUMMARY

The Black Country Chamber of Commerce (Chamber) will be accepting proposals from event management companies to deliver their Annual Awards event. The purpose of this Request for Proposal (RFP) is to ensure a fair evaluation for all applicants and to provide potential suppliers with the necessary evaluation criteria against which their tender will be judged.

The Chamber currently organises an Annual Awards Dinner and utilises our own internal resources to deliver the total event management, solution and marketing.

The Chamber want a 'new look' and 'feel' for the Awards Ceremony event. The event is currently well received but the Chamber is going through a period of change to become more dynamic, modern and forward thinking and we are looking to reflect this in all areas of the Chamber including our events. The current event is aimed and marketed mainly at existing Chamber members but is open to non-members.

In this RFP we are looking for your ideas, design, implementation and delivery of the Annual Awards Ceremony, as well as marketing / promotion for the Event.

The RFP has been released as two parts, separating the Awards Ceremony and the Annual Exhibition and the in to 2 individual/separate tenders.

Candidates may apply for either of these individually, or submit two separate proposals for both opportunities.

The Event Management for the Annual Awards Ceremony will be for an initial 2-year contract; For Year 1 (2018) the Chamber is looking for a continuation of the existing event, with flexibility for the candidate to put forward minor improvements.

For year 2 (2019) we are open to your proposals to make more significant creative changes, given the longer time period event organisers would have to prepare.

The successful candidate will have demonstrated proficiency, experience and creativity as Event Managers; a clear plan and strategy for the implementation of the new events; an understanding of cost-benefit analysis; and a working approach that is compatible with the Chamber's need for a long-term relationship.

## BACKGROUND

The business plan for the next three years includes targets for increased membership numbers, increased engagement at events (both members and non-members) and a more modern approach to events. We would like to use an event management company that can help support these through our larger events.

(The following information is provided as a guide only. The Chamber is not limiting applicants to just these ideas/ dates / formats. The information provided is historical and based upon our experience, customer feedback and resource availability to deliver).

### **Details of previous Annual Award Ceremonies, managed in-house by the Chamber:**

- **Date held:** Friday 17th November
- **Time:** 7pm - 1am
- **Cost to attend:** Table of 10 pax £550.00 +VAT for Chamber members & non-members, Individual booking £65.00 +VAT for Chamber members & non-members. ('early bird' discounts also available - discount applied of £5 per head)
- **Venue:** Wolverhampton Racecourse, Dunstall Park, Wolverhampton, WV6 0PE
- **Details of on the night:** The Black Country Chamber of Commerce Awards are an ideal platform upon which to showcase your company and celebrate your success as we recognise those who truly represent and contribute to the local economy.
  - A Black-tie event, evening starts at 7pm with a pre-dinner drinks reception, taking place in the Chaser Bar where guests are served a complimentary glass of sparkling wine on arrival. A compered evening of entertainment and awards, a three course meal and coffee followed by dancing and a bar after the ceremony.
- **Sponsorship opportunities:**
  - There is a Headline Sponsor, previous examples include: **voestalpine Metsec plc, Ramada Park Hall Hotel Wolverhampton.**
  - Sponsors for each award category, previous examples include: Birmingham City University, NatWest, Birmingham Airport.
  - An arrival drinks sponsor. Previous examples include: Qatar Airways, Birmingham Airport
- **Numbers:** normally approx. 450 delegates in attendance

### **DETAILS OF DELIVERABLES FROM PREVIOUS ANNUAL EXHIBITION:**

The following comprises a list of the deliverable undertaken by the Chamber in order to hold the Annual Awards Ceremony.

We would like applicants to provide their cost estimates for providing these deliverables, alongside their suggestions for minor improvements for the 2018 event and a new format of awards ceremony for 2019.

ITEM	DETAILS	CANDIDATE ESTIMATE
<b>VENUE HIRE</b>	Venue to host awards, including: Dining space for c.450 people, welcome drinks reception & photographer on entrance, awards stage with AV screens (video, live tweets etc) and Disco space after ceremony. Full venue and table dressing (inc centres included) Free guest WIFI.	£
<b>AWARDS MEAL</b>	3 course meal & service for c.450 covers. Plus pre purchased Wine & Soft drinks	£
<b>AV CREW AT AWARDS</b>	AV Crew at awards ceremony: pre-build day, evening of ceremony (AV control, editing etc) + AM de-build / get out at venue (including refreshments & food costs)	£
<b>FILMING PRE-AWARDS</b>	Filming at nominee venues for video inserts at awards. Approx 56 inserts for awards (in editing) and master video for website produced	£
<b>MC / SPEAKERS</b>	Hire of guest Master of Ceremonies <b>2017</b> – Phil Upton from BBC Radio WM	£
<b>PHOTOGRAPHER</b>	Photographer at events ceremony evening	£
<b>ENTERTAINMENT</b>	Entertainment for guests upon arrival + on stage pre-ceremony. Example <b>2017</b> – ‘Fizzogs’ performed at arrival, video content by Doreen Tipton + Poetry readings pre-ceremony)	£
<b>DISCO</b>	Post ceremony Disco	£
<b>TOTAL</b>	<b>CANDIDATES TOTAL – BASED ON THE DELIVERABLES OF THE PREVIOUS CHAMBER MANAGED EVENT</b>	<b>£</b>

## PROJECT GOALS

The table below outlines the key general outcomes that are required for the Events Management project.

1. **MARKETING** – Promote and grow membership, target specific demographics, drive digital traffic, develop relationships with non-members and re-engage with existing members.
2. **SALES** - Increase sponsorship and attendance levels, increase up-selling through better analysis of events.
3. **EVENT MANAGEMENT** - Reduce time required by internal events team to manage these events, improve member experience end to end when attending an event. Automate the event attendance process
4. **MEMBERSHIP** - Improve member satisfaction through improved service and increased value.
5. **IT** - Ensure integration with existing systems, adhere to security and performance specifications.
6. **DEVELOP A DIFFERENT LOOK & FEEL** – Over the 2 years develop a more modern and different look /feel with professional management, in line with what our membership wants and with the changes occurring within the Chamber.
7. **MEASURABLE** – to have extensive post-event evaluation through a report system & review meeting(s)
8. **PROFILE** – To support increasing the profile of the Chamber externally to local businesses and stakeholders. This will also include increasing the reach of audience on a regional scale, there is often a perception from membership that all events always take place in Wolverhampton and the rest of the Black Country can get sidelined.
9. **PROFIT** – The events will be required to run at a profit (they currently make a small profit that then supports other events throughout the year)
10. **ANNUAL AWARDS OUTCOMES** - Increased promotion of Award applications, attendees and quality of event. There is always a question over the size of the event as we would like it to grow potentially but not too big that it loses the atmosphere.

## SPECIFICATION

The proposed budget should encompass all design, planning, implementation, additional materials and software required, subcontractors, and any third-party vendor requirements for the support of the project. The date from which the contract commences is to be agreed by the Chamber and the successful candidate during the contract negotiation stage.

### THE SPECIFICATION BELOW IS FOR THE ANNUAL AWARDS

- To hold an event that promotes Black Country business success
- The focus of these events is to celebrate local business and to provide networking and PR opportunities for businesses to increasing their business profile

The new events should encourage engagement from members (to support member retention), non-member leads and profile for the Chamber.

The events will also require a specific brand to increase the profile and awareness of the events in their own rights, with a full marketing plan implementation to reach specific targets. The events would need to integrate with the Chamber website, booking systems and processes.

The branding will need to be based on the Chamber brand, and the Chamber be the face of the events and to manage the ongoing relationship with businesses.

Please note that all data will be owned by the Chamber.

## OUT OF SCOPE

The services that are out of the scope for the candidate are listed below.

1. All tickets and sponsors must be booked using the Chambers CRM and web based events platform, to provide full visibility of which members have been interacted with and keep the data within the Chamber. (candidates will be supplied with all relevant access to applications required to manage this)
2. Award application process/judging/marking
3. Organisation of Award writing training workshops offered free to chamber members
4. The event will be delivered as a Chamber event, with the Chamber as the main business brand. However, The Chamber will allocate space for the successful candidate(s) brand / logo to be included in published media (physical and digital)
5. Management of Chamber media and other channels will remain monitored and controlled by the Chamber

## CURRENT ANNUAL AWARDS CEREMONY - BUDGET & SPONSORSHIP EXPECTATIONS

ANNUAL AWARDS – EVENTS DELIVERY TENDER	
ANNUAL AWARDS – EVENT DELIVERY	£TBC proposals to be submitted by candidates
ANNUAL AWARDS – SPONSORSHIP OPPORTUNITIES	SPONSORSHIP REVENUE EXPECTATIONS (BASED ON 2017 EVENT)
ANNUAL AWARDS – HEADLINE SPONSOR	<b>£4,500.00+VAT</b> (minimum sponsorship level required – see below, acquisition to be discussed)
ANNUAL AWARDS – AWARDS CATEGORIES SPONSOR	<b>£3,000.00+VAT each category</b> <b>(approx. 12 individual awards)</b> (minimum sponsorship level required – see below, acquisition to be discussed)
ANNUAL AWARDS – WELCOME DRINKS SPONSOR	<b>£1,500.00+VAT</b> (minimum sponsorship level required – see below, acquisition to be discussed)



## **SPONSORSHIP ACQUISITION**

The Chamber invites the candidate to put forward their ideas relating to the acquisition of sponsorship for the events, as well as thoughts on increasing the prices – in particular headline sponsorship(s)

Currently, all sponsors are acquired by the Chamber itself (through reaching out to members and associated business contacts) with the revenue brought in covering the costs of delivery of the events.

The Chamber would like candidates to offer their ideas on attracting new sponsorship and put forward methods they could implement to improve, innovate and grow sponsorship of the events.

The Chamber is open to structuring a mutually beneficial agreement on the revenue share of events sponsorship, based on the quality of the ideas put forward and the potential revenue.

## PROJECT TIMELINE

The timeline for the tender process is as follows.

Submissions are to be made in electronic format only, this should consist of one PDF file which can be authored in the candidate's preferred application.

Within the PDF each of the five methodology statements should be included.

Proposals received after 07/04/2018 will not be considered.

Proposals should be emailed to [tenders@blackcountrychamber.co.uk](mailto:tenders@blackcountrychamber.co.uk)

Event	Comment
RFP	Released March 6th 2018
Questions to Buyer /PPC	Open from March 6 <sup>th</sup> 2018
Submission of RFP	Close date Friday April 6 <sup>th</sup> at 5pm (open for approx. 4 weeks)
Presentation/Interviews	April 18 <sup>th</sup> / 19 <sup>th</sup> / 20 <sup>th</sup> 2018
Decision	April 23 <sup>rd</sup> 2018
Contract Award	April 30 <sup>th</sup> 2018
Start	May 1st 2018

## PRINCIPAL POINT OF CONTACT

The PPC for the project is an internal Manager.

The invitation to respond and any questions regarding the proposal are to be sent to

PPC	CONTACT DETAILS
TENDER SUBMISSION & QUESTIONS	<a href="mailto:tenders@blackcountrychamber.co.uk">tenders@blackcountrychamber.co.uk</a>
PPC	David Hadley (Head of Commercial Services) <a href="mailto:davidhadley@blackcountrychamber.co.uk">davidhadley@blackcountrychamber.co.uk</a> 07810 377793

## **SUBMISSION INSTRUCTIONS**

The process will be open and competitive.

Submissions are to be made in electronic format only, this should consist of one PDF file which can be authored in the candidate's preferred application.

The proposal must include a cover page that includes:

- Company name
- Address
- Primary contact with email
- Direct telephone line and mobile.

Please note the submission should answer all the questions below specifically in the response adhering to the allocated page counts for each question (detailed below)

The use of visuals is encouraged

References from three clients to whom similar event services have been delivered in the last 3 years are required. Company name and contact details are to be included, the Chamber will contact these references to verify the information provided.

The candidate's terms and conditions must be included with the proposal.

Shortlisted candidates will be asked to present a scenario based plan of the event where a proposed budget, project management plan and implementation plan will be presented. The Chamber will conduct an interview process with shortlisted candidates, we will write to you again to confirm the date, time, venue, duration of interview, the personnel required to attend etc.

## SUBMISSION REQUIREMENTS

We will be evaluating all applications based on the same aspects, so please supply detailed plans and examples of the following criteria:

1. **Budget 20%**
2. **Quality 30%**
3. **Creativity/Innovative Approach – 30%**
4. **Publicity – 10%**
5. **Social Values – 10%**

Each of the criteria defined will be then evaluated by importance and split into sub criteria, the weighting for each of these is listed below

### 1. BUDGET (1 A4 side allowed + completed table from Page 5)

CRITERIA	DESCRIPTION	WEIGHTING
<b>BUDGET</b>	<p>The candidate has understood the constraints and has proposed a realistic budget/income for all components and addressed the acquisition of sponsorship opportunities</p> <p>REQUIREMENTS: Provide detailed plans/suggestions for minor improvements for the 2018 event and complete the table from Page 5 of this document.</p> <p>Propose costings for a 2019 event based on your creative ideas for a 'new style event'.</p>	20%

### 2. QUALITY (3 x A4 sides allowed – additional appendix for implementation plan allowed)

CRITERIA	DESCRIPTION	WEIGHTING
<b>EXPERIENCE AND EXPERTISE</b>	<p>The candidate will show they have successfully completed similar projects and have the qualifications, personnel and availability to complete this project</p> <p>REQUIREMENTS: Case studies and references</p>	10%
<b>TIMELINE AND DELIVERY</b>	<p>The candidate has proposed a reasonable timescale and delivery plan that addresses the design, implementation and evaluation stages. for both 2018 and 2019 events</p> <p>REQUIREMENTS: Delivery plan for 2018 and 2019 events</p>	10%

<b>BUSINESS FIT</b>	The candidate has shown the right combination of personal service, enthusiasm and passion throughout the proposal, presentation and interview stages. The successful candidate will 'fit' with the CHAMBER.	10%
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**3. CREATIVITY/INNOVATIVE APPROACH** (2 x A4 sides allowed – additional appendix documents allowed for programmes/plans/visuals etc)

CRITERIA	DESCRIPTION	WEIGHTING
<b>CREATIVITY / INNOVATION</b>	The candidate has understood the new vision of the Chamber and has proposed new ideas in the event concept and delivery.	20%
<b>Project Plan</b>	Operational plans, programmes, management and methodology – how the ideas would be implemented.	10%

**4. PUBLICITY** (1 A4 side allowance)

CRITERIA	DESCRIPTION	WEIGHTING
<b>PUBLICITY</b>	The candidate has understood the need to increase the reach of the Chamber through the event/s and has a plan to increase this year on year.	10%

**5. SOCIAL VALUE** (1 A4 side allowance)

CRITERIA	DESCRIPTION	WEIGHTING
<b>SOCIAL VALUE / CSR</b>	The successful candidate can demonstrate Social Value / Corporate Social Responsibility strategy and relevant activities.	10%

## EVALUATION CRITERIA

We will be evaluating all applications based on the same aspects, so please supply detailed plans and examples of the above criteria.

The criteria will be marked by the decision board based upon an evaluation of the above criteria. Each of the areas noted above will be evaluated using scores that reflect the extent to which the responses have addressed the published criteria.

These scores will then have the published weightings applied to them and will be added together to give an overall Score. Candidates must answer all the requirements in full and avoid making unsubstantiated reference to company policies, statements or other documents.

The evaluation panel will consist of two members of the Chamber management team, a Director of the Board and internal events team. This decision board will evaluate each bidder's response and award the contract to the supplier that offers the most economically and operationally advantageous proposal based upon the Chamber's overriding requirements.

Each of the areas noted above will be evaluated using scores that reflect the extent to which the responses have addressed the published criteria.

These scores will then have the published weightings applied to them and will be added together to give an overall Score. Candidates must answer all the requirements in full and avoid making unsubstantiated reference to company policies, statements or other documents.

### INDIVIDUAL METHODOLOGY STATEMENT SCORING CRITERIA

Each criteria will be scored to establish the quality score (0 to 5)

SCORE	CRITERIA
0	No response provided/does not address any of the issues
1	Very poor response with minimal issues addressed
2	Poor response with few issues addressed
3	Satisfactory response with the majority of issues addressed
4	Good response with all the issues satisfactorily addressed
5	Outstanding innovative and creative response that adds value to the chamber and demonstrates sound experience and vision

Your responses to the criteria will be incorporated into the agreement should your submission be successful.

The Chamber will conduct an interview process with shortlisted candidates, we will write to you again to confirm the date, time, venue, duration of interview, the personnel required to attend etc.

The interview will be based on a scenario process, where a proposed budget, project management plan and implementation plan will be presented.

#### **PRICING CRITERIA**

The Chamber requires a fully inclusive price for the tender. All pricing in the proposal must be inclusive of VAT, if there are exclusions for specific costs (such as third-party services) you must provide a detailed list and explanation of these costs. All costs for additional work outside of the scope of this RFP must be stated in terms of hourly rate, flat fee or retainer.

#### **SUB-CONTRACTORS**

If the work requires the use of subcontractors, this must be stated clearly in the proposal. The Chamber will not refuse a proposal on the basis of using subcontractors however the subcontractors must be identified and the work they perform clearly defined. Any subcontractor must be a limited company or partnership with public liability, employer's liability and indemnity insurance.

#### **SOCIAL VALUE**

The Black Country Chamber of Commerce has a strong belief in social value (CSR) and wants to work with partners who also have a culture of giving back to the community. We work in partnership with an organisation (ANTZ Midlands) that helps businesses build and develop such strategies and, in cases where candidates do not have this in place, we are happy to introduce candidates to them to develop this for future opportunities.



## **CONTRACT TERMS**

The Chamber will enter into a contract negotiation and final pricing on selection of the preferred candidate. All contracts are subject to review by the Chamber legal counsel and the Board of Directors. The project will be awarded on signing of a contract or agreement, which outlines the terms, scope, budget deliverables, timeline and other necessary items.

The contract will be for an initial 2-year term [reviewed after the 1<sup>st</sup> year's event(s)] with a 3<sup>rd</sup> year option to renew in the Chambers favour. After 3 years the tender process will then be revisited.

## ORGANISATION BACKGROUND

The business is a Chamber of Commerce and is a not for profit organisation. The business does not have charitable or HMRC exempt status, it is an organisation that operates to provide the best value and service for its membership. The core function of the business is to provide support and guidance in the area of business growth and operation. The business targets the Black Country region of Wolverhampton, Walsall, Sandwell and Dudley specifically, the current membership is approximate 1250 members.

The business strategic vision statement is shown below.

**To provide first-class business support to companies across the Black Country, to lobby on their behalf and to create a sense of belonging to the wider chamber movement.**

The values of the business are shown below.

- To always support belonging and gathering: We will bring businesses together to help them grow through new commercial opportunities and to create a common voice on local issues.
- To communicate clearly and effectively to our members, partners and each other: To help us adapt and grow in a fast-changing social environment we will embrace new ways of communication to allow effective feedback from businesses and to help us customise new support products.
- To be creative, risk takers and brilliant problem solvers: We will embrace a 'can-do' attitude and lead local partnerships with a positive approach to working together.
- To be leaders in diversity: We will proactively aim to work with members that reflect the ethnic and cultural communities that drive the local economy and develop programmes to engage with young entrepreneurs and enterprises.
- To put our people first: Our staff are our greatest asset and wherever possible we will help them develop and drive the business forward. When we recruit, we will aim to employ the best candidates through first class recruitment processes.
- To take pride in achievements: Of our local businesses and members, of our local partners and of our team members.