



## Request for Proposals (RFP)

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# MAGNETIC NORTH 2024 CONFERENCE EVENT PROJECT MANAGER

Posted: **February 26, 2024**  
Deadline for Submissions: **March 15, 2024**

**Service Type:** Business & Industry Convention Project Management Services

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### 1. Introduction

The Yukon Chamber of Commerce is seeking proposals from experienced event management professionals to oversee and execute the **MAGNETIC NORTH 2024 Conference Event**. This premier event is aimed at fostering socio-economic growth and collaboration by bringing together local, national, and international professionals to discuss, share, network and explore opportunities in trade, export, industry, commerce, technology, and innovation.

### 2. Project Structure

- **Convention Title:** MAGNETIC NORTH 2024
- **Confirmed Event Date:** Oct 7<sup>th</sup> – 11<sup>th</sup> 2024 (Actual event days are 8<sup>th</sup>/9<sup>th</sup>/10<sup>th</sup>)
- **Project Management Commencement/End Dates:** April 1<sup>st</sup> 2024 to November 15<sup>th</sup> 2024
- **Sponsor:** Yukon Chamber of Commerce (in collaboration with the Canadian Chambers of Commerce of Japan and the Japanese Chamber of Commerce and Industry).
- **Deadline RFP Submissions:** March 15<sup>th</sup>, 2024
- **Location:** Kwanlin Dün Cultural Center, Whitehorse, Yukon.
- **Vision:** To create a bi-annual event platform for business development, knowledge exchange, networking, and collaboration among professionals to strengthen, grow, and expand business and industry in Yukon.

### 3. Objectives

- Organize a successful conference focusing on business prospecting and development, technology, innovation, and export development.
- Attract a diverse and engaged group of professionals from across Canada, USA and Japan.
- Develop and execute a comprehensive sponsorship, marketing, program design and plan.
- Manage project budget efficiently.
- Ensure the conference's logistical success from venue selection to attendee accommodation.
- Evaluate the event's success and provide a comprehensive post-conference report.

### 4. Scope of Work

The selected event Project Management consultant will be responsible for:

- Project Planning & Management Duration: 5 – 7 months (variable)
- Budget development and management.
- Sponsorship procurement and management.
- Speaker, panelist, and expert recruitment.
- Attendee recruitment and registration management.
- Coordination of logistics, including accommodations, transportation, and venue arrangements.
- Implementation of a communications/marketing plan.
- Conference evaluation and reporting.

### 5. Deliverables

- A detailed project plan including timelines, budget, and resource allocation.
- Successful sponsorship and partnership agreements.
- A comprehensive marketing and communications plan.
- A post-conference report evaluating the event against KPIs and objectives, with recommendations for future events.

### 6. Constraints and Assumptions

- The location (Kwanlin Dün Cultural Center) has been pre-selected and reserved.

- Estimated budget is fixed at \$250K (approximately).
- The conference must be held within the specified dates.
- Assumption of sufficient attendee interest and speaker availability.

### 7. Proposal Requirements

Interested parties are requested to submit a proposal that includes:

- Overview of your approach to project management, specifically for events.
- Detailed methodology for achieving the project's objectives.
- Previous experience in managing similar events, including case studies or examples.
- Proposed project team structure, including roles and experience.
- A preliminary project plan, including timelines and milestones.
- Budget management strategy and experience.
- Any unique offerings or capabilities that set your proposal apart.
- Consultant's proposed fees and schedule of payments

### 8. Evaluation Criteria

Proposals will be evaluated based on:

- Experience and past performance in similar projects.
- Clarity and comprehensiveness of the proposal.
- Innovation and creativity in approach.
- Feasibility of the proposed plan.
- Cost-effectiveness and value for money.

### 9. Submission Guidelines

- Proposals must be submitted by March 7<sup>th</sup>, 2024
- All proposals and/or additional inquiries should be sent to: Magnetic North Evaluation Committee at [Magnor@yukonchamber.com](mailto:Magnor@yukonchamber.com)

### 10. Terms and Conditions

- Proposed fees and payment schedule.
- The Yukon Chamber of Commerce reserves the right to reject any or all proposals.
- Final selection will be made considering the best interest of the MAGNETIC NORTH Conference Event and the Yukon Chamber of Commerce.
- Proposals should include:
  - a) critical aspects of planning and executing a successful business and industry convention
  - b) the proponent's unique value proposition for creating a memorable and impactful networking event.
  - c) A summary of your experience organizing business and industry events.
  - d) A program design outline.
  - e) Technology and tools required to enhance networking opportunities.
  - f) An outline of marketing, promotions, and sponsorship strategies.
  - g) A draft estimate of mandatory costs associated with the event (including catering, technology, marketing, and pricing models for attendees and sponsors).
  - h) A profile of your team's experience planning and executing similar events.
  - i) A risk management strategy and plan
  - j) Proposed success measures
  - k) Proposed cost, payment terms, cancellation policies, and service guarantees.
  - l) Supporting documents, such as letters of recommendation, certificates, and/or portfolios of past events organized by the proponent.

### 11. Confidentiality

All information provided within this RFP and throughout the proposal process is to be treated as confidential.

We look forward to receiving your proposal.