



Request for Proposals (RFP)

MAGNETIC NORTH 2024 CONFERENCE EVENT PROJECT MANAGER

Posted: **February 26, 2024**
Deadline for Submissions: **March 18, 2024**

Service Type: Business & Industry Convention Project Management Services

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 7th – 11th 2024 (Actual event days are 8th/9th/10th)
- **Project Management Commencement/End Dates:** April 1st 2024 to November 15th 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 18th, 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 18th, 2024
- All proposals and/or additional inquiries should be sent to: Magnetic North Evaluation Committee at 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.