

REQUEST FOR PROPOSAL

2024 AAISA SETTLEMENT AND INTEGRATION CONFERENCE: REQUEST FOR PROPOSAL (EVENT PLANNER)

OVERVIEW

The 2024 AAISA Settlement & Integration Conference is designed for front line professionals and managers from settlement and integration agencies. The conference will provide settlement and integration professionals with an opportunity to build capacity, share new knowledge and expertise with peers while generating practice insights and strategies to better serve newcomers.

The 2023 Settlement and Integration Conference (March 1-3, 2023) provided over 500 attendees with an opportunity to hear from three keynote sessions, and an opportunity to participate in over 40 breakout sessions.

GOALS AND OBJECTIVES

The goal of the 2024 AAISA Settlement and Integration Conference is to enhance the capacity and quality of newcomer services delivered by settlement and integration professionals in the province. It is our hope that the conference will leave attendees with a shared understanding and strengthened commitment to help all newcomers succeed.

AUDIENCE

This event will bring together over 700 front line professionals, managers, and leaders from the settlement and integration agencies. This is an IN-PERSON event.

SCOPE OF WORK

The 2024 Settlement and Integration Conference Committee is requesting proposal from event planners across Alberta on the following event scope and description:

- **3 day in-person event. Date and time to be confirmed.**
- **Target attendance: Approximately 700-1000 attendees**
- **Language interpretation and all participant event documents to be in both official languages throughout the event and evaluation process.**

SERVICE DESCRIPTION

PROJECT MANAGEMENT & ADMINISTRATION

PROJECT MANAGEMENT

- Conduct a project kick off and initiation meeting
- Create a strategic plan alongside the AAISA team to include key milestone and deliverables schedule with assigned resources
- Creates schedule and monitor critical timelines
- Develop a critical path covering timelines and responsibilities
- Create and maintain day to day task management (manage resources, tasks, etc.)
- Schedule and attend meetings as required

EVENT & COMMITTEE MEETINGS

- Attend and host planning meetings, rehearsal, and tech checks & test meetings
- Prepare agendas & materials for all required meetings
- Record and distribute meeting minutes and action items following all meetings

GENERAL MANAGEMENT & SPONSORSHIP

- Source and finalize venue and related logistics, including catering, logistics, AV and production management
- Manage and design on-site materials, including signage, program guide, mobile app.
- Source and engage organizations for sponsorship for the event
- Manage collaboration tools & resources (file sharing, survey tools etc.)
- Provide progress reports as required
- Review contracts and negotiate terms with event vendors and service providers

CONSULTATION & COORDINATION

- Coordinate contract with post-event report consulting to finalize pricing, scope
- Provide post-event report consultant with data, materials, and details from event
- Oversee creation of post-event report
- Assist with development of a detailed event budget
- Update & maintain event budget throughout the project
- Prepare final budget figures + reconciliations
- Provide post event financial reconciliation and summary after the event
- Create a financial reporting process for recording revenues and expenses
- Track and monitor budget for the events in coordination with AAISA
- Continual monitoring of budgets to ensure profit goals are maintained
- Manage negotiations with vendors to secure best possible pricing for AAISA
- Provide financial statements and budget updates to AAISA
- Submit invoices for processing, approval, and payment
- Budget creation, bookkeeping and final invoice reconciliation

- Manage and receive all conference funds and expense payments
- Provide monthly status reports including financial snapshot
- Prepare final financial report within 60 days of event

SPEAKER RECRUITING & CONTRACTING

- Provide consultation & recommendations on program and schedule design
- Recommend & source potential speakers in conjunction with your team
- Create speaker contracts for all speakers (including breakout speakers)

SPEAKER SUPPORT & FULFILLMENT ACTIVITIES

- Liaise with presenters to provide updated presentation schedules & information
- Develop speaker information kit & fulfillment process
- Customize & send out speaker welcome kits
- Collect all speaker details (bias, abstracts, hospitality forms, AV etc.)
- Distribute documents for all speakers outlining their requirements & expectations
- Prepare host scripts and schedules
- Prepare final speaker details & requirements for on-site execution
- Schedule and manage speaker technical rehearsals & support technical issues
- Conduct follow up calls, answer speaker inquiries, provide speaker support etc.

MARKETING & COMMUNICATIONS SUPPORT

MARKETING PLANNING & STRATEGY

- Support AAISA in developing and implementing the marketing tactics plan, including event graphics (banner, flyers, and other marketing materials)
- Maintain and update marketing tactics schedule
- Assist AAISA with the promotion of the event
- Support with the design and development of email blasts
- Support design and development of event marketing materials
- Support design and development of social media marketing materials
- Generate content & graphics for event website and branding materials

REGISTRATION MANAGEMENT & SUPPORT

SYSTEM SETUP & DEVELOPMENT

- Source, set-up, and manage a reliable registration system for attendees.
- Submit invoices for processing, approval, and payment
- Budget creation, bookkeeping and final invoice reconciliation

TO SUBMIT A PROPOSAL

Please send an electronic submission including the proposal, evidence of previous work, and proposed fee to Oluwaseun Ayodeji Osowobi at oosowobi@aaisa.ca.

Please ensure that your name or your company's name appears in the file name.