

**RETURN BIDS TO:**  
**RETOURNER LES SOUMISSIONS À:**  
Bid Receiving - PWGSC / Réception des  
soumissions - TPSGC  
11 Laurier St. / 11, rue Laurier  
Place du Portage, Phase III  
Core 0A1 / Noyau 0A1  
Gatineau  
Québec  
K1A 0S5  
Bid Fax: (819) 997-9776

**LETTER OF INTEREST**  
**LETTRE D'INTÉRÊT**

Comments - Commentaires

Vendor/Firm Name and Address  
Raison sociale et adresse du  
fournisseur/de l'entrepreneur

Issuing Office - Bureau de distribution  
Communication Procurement Directorate/Direction de  
l'approvisionnement en communication  
360 Albert St. / 360, rue Albert  
12th Floor / 12ième étage  
Ottawa  
Ontario  
K1A 0S5

<b>Title - Sujet</b> EVENT PLANNING	
<b>Solicitation No. - N° de l'invitation</b> EN578-133309/A	<b>Date</b> 2013-04-10
<b>Client Reference No. - N° de référence du client</b> EN578-13-3309	<b>GETS Ref. No. - N° de réf. de SEAG</b> PW-\$\$CX-027-62562
<b>File No. - N° de dossier</b> cx027.EN578-133309	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2013-05-08</b>	
<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Daylight Saving Time EDT	
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Buck(CX Div.), Daniel	<b>Buyer Id - Id de l'acheteur</b> cx027
<b>Telephone No. - N° de téléphone</b> (613) 998-8588 ( )	<b>FAX No. - N° de FAX</b> (613) 993-2581
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b> DEPARTMENT OF PUBLIC WORKS AND GOVERNMENT SERVICES CANADA PORTAGE III 6B1 11 LAURIER ST Gatineau Quebec K1A0S5 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

<b>Delivery Required - Livraison exigée</b> See Herein	<b>Delivery Offered - Livraison proposée</b>
<b>Vendor/Firm Name and Address</b> <b>Raison sociale et adresse du fournisseur/de l'entrepreneur</b>	
<b>Telephone No. - N° de téléphone</b> <b>Facsimile No. - N° de télécopieur</b>	
<b>Name and title of person authorized to sign on behalf of Vendor/Firm</b> <b>(type or print)</b> <b>Nom et titre de la personne autorisée à signer au nom du fournisseur/</b> <b>de l'entrepreneur ( taper ou écrire en caractères d'imprimerie)</b>	
<b>Signature</b>	<b>Date</b>

**NOTE: This is not a bid solicitation. This RFIC will not result in the award of any contract, therefore, respondents should not submit a proposal in response to the document below. This RFIC is simply intended to solicit feedback from industry with respect to the matters described in this RFIC.**

## **STATEMENT OF WORK (SOW) EVENTS MANAGEMENT SERVICES**

### **A.1 OVERVIEW**

The Government of Canada requires the provision of a full range of events management services, including but not limited to meetings, conferences, workshops, summits, consultations, round tables, award ceremonies, galas and opening ceremonies on an “as and when requested basis”.

### **A.2 TASKS**

The Contractor will be required to provide event management services on an “as and when requested basis” in support of government programs throughout North America. These services may include, but are not limited to, the following:

#### **A.2.1 General Pre-Event Planning**

- Establishing and/or clarifying event objectives and designing program content and formats;
- Working with organizing groups and individuals to determine the purpose, parameters, policies and procedures for events;
- Evaluating the impact of events on the image and success of the client organization holding the events;
- Preparing and/or executing a plan which meets the defined needs and culture of the organization holding events;
- Making or assisting in making key decisions related to event design, objectives and content, negotiations, personnel, financial management, and contingencies; and
- Negotiating official supplier arrangements.

#### **A.2.2 Specific Pre-Event Planning**

- Establishing and coordinating marketing and promotions;
- Recruiting of event participants;
- Arranging for the production, printing, and distribution of related material, before, during and after the event;
- Collating and distributing conference kits;
- Preparing name badges;
- Coordinating media relations and media accreditation;
- Handling and planning for sensitive event topics;
- Developing logos, letterheads and signage;
- Securing any additional insurance at the request of the Project Authority;
- Determining exhibit space rental distribution;
- Prospecting and negotiating for services which will be required in order to execute events; and
- Providing advice and managing protocol for dignitaries at the local, national or international level.

#### **A.2.3 Transportation (Ground, Air, Marine)**

- Arranging for commercial air transportation including group check-ins and boarding assistance;

- Acquiring ground transportation (coach buses or trains);
- Acquiring rental cars, vans, buses, shuttles or taxis;
- Arranging for transportation of event materials;
- Issuing and delivering transportation tickets to delegates;
- Providing information on security requirements and procedures at commercial airports;
- Facilitating border crossings, including ensuring delegates have the required passports/visas; and
- Coordinating seats, meals, facilities, and related services for transportation.

#### **A.2.4 Accommodations**

- Block booking rooms at appropriate hotels;
- Providing information and instructions to delegates on using hotel phones/internet and the cost of other hotel services;
- Providing emergency currency exchange services;
- Providing interpreters as required; and
- Providing final rooming lists to hotels.

#### **A.2.5 Venue and Related Services**

- Arranging for the rental of space for the event (including identifying and negotiating with selected sites and facilities authorities);
- Selecting and making provisions for facilitators/speakers;
- Arranging for notetakers;
- Arranging for the provision of simultaneous interpretation and/or on-site translation (in English, French, or one or more other languages as requested by the Project Authority);
- Arranging and providing for on-site security during and after hours;
- Coordinating entertainment and family programs;
- Planning and managing audiovisual requirements;
- Provision of venue accoutrements (podiums, decorations, banners, tables, chairs, tents, etc);
- Arranging for rental of cell phones;
- Arranging for a photographer and/or videographer; and
- Arranging and providing for support services such as a Business Service Centre (with fax, printer, monitor, internet capability, etc.) desk top publishing, conference publishers, IT hardware and software, and electronic polling.

#### **A.2.6 On-Site Event Coordination Services**

- Maintaining logistical control of events;
- Coordinating registration procedures (both paper-based and automated environments) as well as collecting registration fees;
- Hiring, training, motivating, and leading volunteers;
- Managing exhibits and booth setup;
- Managing hospitality, food and beverage; and
- Coordinating speakers / presenters / facilitators, notetakers, simultaneous interpreters and translators, security staff, audio-visual staff, photographer/videographer.

#### **A.2.7 Contractor Travel**

- Travelling with the client on reconnaissance and advance trips to event locations;
- Travelling to the event location to provide on-site services during the event; and
- Travelling to the client's location for planning meetings and progress briefing sessions.

#### **A.2.8 Financial Management**

- Establishing, monitoring and managing the financial objectives of events;
- Following the Treasury Board Directive on the Management of Expenditures on Travel, Hospitality and Conferences;

- Establishing set amounts for reimbursements to participants using Treasury Board Guidelines;
- Preparing and providing expense reimbursements (according to Treasury Board Guidelines) to participants following the events; and
- Establishing billing procedures, reviewing bills from subcontractors, and ensuring payments for expenses as required.

#### **A.2.9 Risk Management**

- Providing a detailed risk management plan during the early planning stages of the event, oversee and modify the plan as necessary during events, and updating the plan as required throughout the duration of the project.

#### **A.2.10 Post-Conference Reporting and Debriefing**

- Preparing final report for the event including a final budget.
- Debriefing the Project Authority and other client officials regarding the final outcome(s) of the event, including lessons learned.
- Conduct follow-ups for registration, delegate services (payments, summaries, delegate lists, event proceedings, etc.) via all means (paper, electronic, web).
- Follow up with suppliers for all billing, services, adjustments and final payments, etc.

### **A.3 ENVIRONMENTAL CONSIDERATIONS**

Invitations to, registration of, and correspondence with event participants is to be conducted electronically whenever possible.

All non-electronic correspondence and event supplies including reports, documents, invoices, name cards, place cards, banners, registration packages, brochures, handouts, and session notes should be certified as originating from a sustainable managed forest and/or with a minimum of 30% recycled content. Double-sided photocopying will be the default unless otherwise specified by the Project or Contracting Authority. Photocopied documents are to be in black and white format unless otherwise specified.

The Contractor is encouraged to access the PWGSC Travel and Accommodation directory, which includes green rated hotels.

The Contractor is encouraged to use surplus assets and rented signage, at the request of the Project Authority, and whenever possible and reasonable to do so.

### **A.4 OFFICIAL LANGUAGES**

The Contractor may be required to provide services in both official languages (English and French). At a minimum, one (1) of the Contractor's on-site resources must be bilingual if the Work is being performed in a bilingual region.

## PROPOSED EVALUATION CRITERIA

### 1. EVALUATION PROCEDURES

- i. Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical and financial evaluation criteria.
- ii. An evaluation team composed of representatives of Canada will evaluate the bids.

#### 1.1 Technical Evaluation

##### 1.1.1 Mandatory Technical Criteria

### M.1 FINANCIAL PROPOSAL

The Bidder must provide costing information strictly in accordance with Annex "B" Basis of Payment.

### M.2 EXPERIENCE OF PROPOSED RESOURCES

The Bidder must identify two (2) resources, a Primary Senior Event Manager and a Back-up Senior Event Manager.

The Bidder must identify three (3) event management project samples for each of the Primary Senior Event Manager and the Back-up Senior Event Manager. The same event management project sample may not be used to demonstrate the experience of both the Primary and the Back-up Senior Event Manager. An event planned by either the Primary or Back-up Senior Event Manager on behalf of a firm other than the Bidder will be accepted.

For each event:

- The event start date must have been after January 1, 2007;
- The firm's assigned portion of the overall budget must have been at least \$200,000 (including professional fees, direct expenses, sub-contracted expenses, travel and living expenses, and any other project-related revenues, as applicable, but excluding applicable taxes);
- A minimum of 100 delegates, including delegates having at least (1) of the following profiles: a) senior ranking (Major/Lieutenant-Commander or higher) domestic and foreign military officials; b) Government of Canada executives; or c) domestic or foreign private sector executives (Senior Management or higher), must have been in attendance;
- One or more of the firm's resources must have been on-site for three (3) days or more. "On-site" is defined as at the event location(s) and/or travelling with the delegates;
- The provision of all of the following event management services was required: accommodations, hospitality, and transportation.

The Bidder must provide the following information for each of the six (6) event management project samples submitted:

- a) Name of the proposed Primary or Back-up Senior Event Manager responsible for managing the event;
- b) Client;
- c) Client contact;
- d) Description of the event;
- e) Event start date;
- f) Firm's assigned portion of the overall budget (including professional fees, direct expenses, sub-contracted expenses, travel and living expenses, and any other project-related revenues, as applicable, but excluding applicable taxes);
- g) Number of delegates in attendance;

- h) Profile of delegates in attendance [ie. the sector (private, public or military), ranks or positions, and country(ies) of origin of the delegates];
- i) Number of days the firm was on-site; and
- j) List of events management services provided.

### M.3 EXPERIENCE OF THE FIRM

The Bidder must identify three (3) events management projects executed by the Bidder.

Two (2) of the events must have been managed by the Primary Senior Event Manager identified in M.2 and one (1) of the events must have been managed by the Back-up Senior Event Manager identified in M.2. The same events management project sample may not be used to demonstrate the experience of both the Primary and the Back-up Senior Event Manager. However, the Bidder may identify an events management project or projects which was/were previously identified under M.2 Experience of Proposed Resources. An event managed by either the Primary or Back-up Senior Event Manager on behalf of a firm other than the Bidder will not be accepted.

Two (2) of the events must have been located at international venues (ie. must have taken place outside of Canada). Of these two (2) international events, only one (1) may have been located within the United States of America.

For each event:

- The event start date must have been after January 1, 2007;
- The firm's assigned portion of the overall budget must have been at least \$85,000 (including professional fees, direct expenses, sub-contracted expenses, travel and living expenses, and any other project-related revenues, as applicable, but excluding applicable taxes);
- A minimum of 40 delegates, including delegates having at least (1) of the following profiles: a) senior ranking (Major/Lieutenant-Commander or higher) domestic and foreign military officials; b) Government of Canada executives; or c) domestic or foreign private sector executives (Senior Management or higher), must have been in attendance;
- One or more of the firm's resources must have been on-site for three (3) days or more. "On-site" is defined as at the event location(s) and/or travelling with the delegates; and
- The provision of all of the following event management services was required: accommodations, hospitality, and transportation.

The Bidder must provide the following information for each of the three (3) event management project samples submitted:

- a) Name of the proposed Primary or Back-up Senior Event Manager responsible for managing the event;
- b) Client;
- c) Client contact;
- d) Description of the event;
- e) Event start date;
- f) Event location;
- g) Firm's assigned portion of the overall budget (including professional fees, direct expenses, sub-contracted expenses, travel and living expenses, and any other project-related revenues, as applicable, but excluding applicable taxes);
- h) Number of delegates in attendance;
- i) Profile of delegates in attendance [ie. the sector (private, public or military), ranks or positions, and country(ies) of origin of the delegates];
- j) Number of days the firm was on-site; and
- k) List of events management services provided.

The Bidder must provide a letter of reference for two (2) of the three (3) event management project samples submitted. One letter of reference must be for one of the two events managed by the Primary Senior Event Manager and one letter of reference must be for the event managed by the Back-up Senior Event Manager. Each letter of reference must be from the client for the event management project sample and be addressed to the Bidder. The Senior Event Manager who worked on the project must be named in the letter of reference. The letter of reference must indicate the client's satisfaction with the performance of the Bidder, including the client's satisfaction with the Bidder's ability to adhere to their quoted budget.

**M.4 LANGUAGE**

The Bidder must confirm that the firm is capable of providing services to the event delegates in both official languages (English and French). As such, the Bidder must include a duly signed and dated copy of the following Certification in the Technical Proposal portion of the bid submission.

**Language Certification:**

The Bidder hereby certifies that its firm is capable of providing services to the event delegates in both official languages (English and French).

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

**BIDS NOT MEETING ALL OF THE MANDATORY REQUIREMENTS  
WILL BE GIVEN NO FURTHER CONSIDERATION.**