

Request for Proposal (RfP) for the appointment of a PCO

This document is available as a word template from the IAPCO Secretariat
info@iapco.org for you to adapt to your own specification

*It is recommended that this be read in conjunction with the IAPCO document
How to Choose the Right PCO*

When asking companies to tender for the organisation of a congress, it is important to give them as much information as possible. General information on the event and its history will help the PCO establish the type of service that is required. It is equally important to include information on the specific services you require so that the PCO can provide you with an accurate estimate of the fees they would charge.

The following document provides you with a template from which you can create your own RfP. Whilst it is not necessarily exhaustive, it will provide the essential elements required.

Request for Proposal (RfP) for the Appointment of Professional Congress Organiser

For the **(Name of Congress)**

To be held in **(City)**

From **(Commencement date to finish date)**

Tender No. **(Insert No. eg 1 of 4)**

The **(Organising Entity)**, host for the above Congress, is pleased to invite your organisation to tender for the appointment as Professional Congress Organiser (PCO) in respect of the above Congress. The following information is provided to assist you with the preparation of a proposal for the Local Organising Committee (LOC) to consider.

1. TIME FRAME FOR TENDER PROCESS

- Invitation to Tender forwarded to PCO Companies (Tenderers) **date**
- Closing date/time for tender submission (*it is usual to allow a minimum of three weeks for preparation of tenders*) 5pm on **date**
- Interview of selected Tenderers **date**
- Site visits **date(s)**
- Announcement of decision (subject to Contract negotiation) **date**

2. SUBMISSION OF TENDER DEADLINE

Written submissions should be forwarded by the due date to:

(name)
(street address/phone/email)

Please note that **(number)** copies of the written submission and accompanying documentation should be supplied and/or an electronic copy of the document should be emailed to **(email contact details)**

3. ENQUIRIES

Requests for further information or clarification of requirements may be directed to:

(name)
(street address/phone/email)

Please note that we reserve the right to advise, at our discretion, all parties issued with an RfP, of further information/clarification of tender requirements resulting from any enquiry.

4. PROFESSIONAL CONGRESS ORGANISERS INVITED TO TENDER

Consideration will be given to those applicants who have attained IAPCO membership which is the recognised international quality standard for PCOs.

[Insert the names of all PCO companies to whom you have issued the RfP]

(name)
(name)
(name)
(name)

5. CONGRESS NAME, VENUE AND DATE

The Congress is the **(name of congress)**, known as **(acronym)**. It is to be held at **(venue)** from the **(dates)**. A provisional booking has been made at the venue but contracts have not been negotiated or signed.

6. BRIEF HISTORY OF THE CONGRESS

[Include here as much background information as is available of which the minimum should be:]

- No. of days of the congress
- How frequently the event is held
- No. of delegates (past 2 congress)
- Registration fees at past 2 congresses in the series if known
- Size of exhibition (if applicable) sold space
- Price per m2 sold at previous congress
- Sponsorship range achieved at previous congress (eg €100k, €250K etc)
- No. of abstracts/papers to be accepted as oral presentations
- No. of abstracts/papers to be accepted as poster presentations
- No. of parallel sessions
- No. of social events

A copy of the Call for Papers/Invitation to Register and/or a Programme from the previous congress provides extremely useful information.

7. EXPECTED ATTENDANCE

The Congress expects to attract between **(number)** and **(number)** delegates, **(number)** accompanying persons and **(number)** exhibitors. It should be appreciated that these figures are, at this stage, a best estimate based on past attendances at such Congresses. *Any anomalies such as students, developing country, complimentary, invited guests should be noted.*

8. CONGRESS FORMAT

Although the format at this stage should be regarded as flexible, the following may be used as a guideline for initial planning purposes:

- Number of days of Congress
- Number of days of exhibition
- Number of build-up days provisionally booked
- Proposed social functions e.g. Welcome Reception, Opening Ceremony, Congress Dinner, etc.
- Usual format of the programme to include:
 - Plenary sessions
 - No. of concurrent sessions
 - Annual General Meeting
 - Workshops
 - Satellite Sessions
 - Sponsors
 - Other associated Associations

The most convenient form may be to list the usual format on a day by day basis, e.g. Day 1, Day 2, etc or provide a copy of the last Congress overview programme.

9. ACCOMPANYING PERSONS' PROGRAMME / PRE- AND POST- CONGRESS TOURS

In the past approximately **(number)** of accompanying persons have attended the congress. A selection of tours has been organised, provided on a self-financing basis at the risk of the appointed PCO, to run during the congress either as an inclusive package or to be sold as optional extras **(specify which)** for accompanying persons and/or delegates. Similarly Pre- and Post-Congress Tours of a touristic nature for all participants are to be offered to be provided on a self-financing bases. A similar arrangement is required for this Congress.

10. CONTRACTING ORGANISATION

The contracting organisation is **(Legal name of Host Organisation)** of **(address)**.

11. ORGANISATION TO DATE

The **(name of convention bureau)** has assisted us to date *[if applicable]*
Following is a brief outline of action taken to this point:

(a) Local Organising Committee

Details should be provided of any steps that have already been taken in the formation of a Local Organising Committee, with details of any structure, names and specified responsibilities as is known. **(LOC structure)**

Details of any organisational steps that have been taken in the process to date should be clearly indicated.

(b) Venue

The **(venue)** has been provisionally booked as follows:

(dates) including build-up and breakdown time

[detail the halls which have been booked if the entire Congress Centre is not held]

The PCO will be required to assist with venue negotiations and contract following appointment. *[It is preferable to defer the contracting of a venue until the advice of a PCO is contributed].*

(c) Hotel Accommodation

Accommodation is being provisionally held in key hotels within the City *[if applicable]*. The appointed PCO will be required to take over these bookings and manage a hotel booking service for all participants, including exhibitors. This service should be run at the risk of the appointed PCO, with the Congress not being liable for any deposits to be paid, or cancellation penalties. The appointed PCO will be required to negotiate favourable rates with the hotels.

12. SERVICES TO BE PROVIDED

The PCO is invited to tender for the provision of the following services. The list is not necessarily exhaustive and Tenderers are welcome to incorporate additional services as they believe would be required for the successful organisation of this Congress.

The list is intended to be indicative of the responsibilities of the PCO as envisaged by the Organising Committee at this preliminary point in time. Tenderers should indicate their ability to provide the areas of service or indicate that it is not a role that they would undertake. Where the Tenderer would sub-contract any such role this MUST be clearly stated.

(Indicate the services required)

1. Abstract Handling (should include on-line abstract handling and/or paper abstract handling, the abstract review process, production of an abstract publication, etc.)
2. Speaker / Programme Management (should include the co-ordination of the speakers, the planning of the sessions, the overall logistics related to the contents of the congress programme, and the production of a programme overview)
3. Marketing & Promotion (should include the development and execution of a congress marketing & promotion strategy, production of the various announcements and programmes as well as promotional material, and presentation / representation of the event to potential participants, sponsors or other stake holders)
4. Budgeting (should include drafting and managing of the congress budget)
5. Financial Management (should include the management of bank accounts, cash flow, taxes, preparation of accounts etc. as well as invoicing and payments)
6. Exhibition (should include the selection of exhibition space, the preparation of exhibitor guidelines and exhibition floor plans, the sales and allocation of stand spaces, the co-ordination of stand services, invoicing, and the co-ordination of set-up and dismantling of the exhibition)
7. Sponsorship (should include the identification and development of sponsorship opportunities and guidelines, the sales and marketing of sponsorship opportunities to potential sponsors, and delivery)
8. Registration (should include on-line registration and paper registration, on-site registration, collection of fees, and statistical reports on registration numbers, breakdowns etc.)
9. On-site Management (should include the selection, contracting and co-ordination of supplier services required and the on-site management of the event)
10. Congress Materials and Print (should include design and production of any and all congress supplies such as programmes, badges, bags, etc.)
11. Venue Selection (should include the selection of the venue and the negotiation of the contract)
12. Hotel Reservation / Accommodation (should include hotel block-bookings, allocation of hotel rooms to individual participants and/or groups, payments, management of modifications, reporting, etc.)

13. Social Programme (should include the proposal, sales and management of various social programme activities such as opening & closing ceremony, gala dinner, etc.)
14. Tours (should include the proposal, sales and management of accompanying participants programmes, and pre- and post congress events etc.)
15. Transport (should include airport meet and greet, airport transfers, hotel-congress centre shuttles, public transport tickets, VIP cars, scheduling and management)
16. General Requirements (should include working with the Local Organising Committee and be directly responsible for all aspects of the organisation of the Congress).
17. Administration (should include management and co-ordination of all administration matters relating to the Congress)

13. CONDITIONS OF APPOINTMENT OF A PCO

The successful Tenderer shall, as a minimum, be capable of providing professional congress managerial services for the Congress to international standards and best practice. Membership of IAPCO is considered verification of a company's capability to organise a congress to such a standard. The Tenderer should demonstrate their ability to provide the following:

1. Ability – Tenderers are required to demonstrate their ability to provide the required services as detailed in the 'Services to be Provided' above.
2. Financial viability - Tenderers are required to demonstrate their financial credibility and proof may be requested.
3. Proven track record - Tenderers are required to demonstrate their experience as a PCO by providing information on meetings they have managed - especially meetings of a similar size and complexity.
4. References - Tenderers are required to submit at least three referees who will be contacted by representatives of the Organising Committee. Details required are name, contact information, meeting with which they were/are associated and position in relation to the organising of that meeting. Additional letters of reference may also be attached.
5. Staffing - Tenderers are required to give an overview of their infrastructure including staffing, experience and accreditation.
6. Electronic Management – Tenderers should demonstrate their IT capability, capacity and ability to provide electronic facilities in a secure environment.
7. Financial Management - Tenderers are required to demonstrate their competence in the area of financial management including qualification of personnel in this respect.
8. Fees and Cost Structure - Tenderers are required to clearly set down fees to be charged for services.

14. FEES

*(If you wish to have fees split out into different sections **insert how you wish to have the fees presented**) [unless you wish to leave this up to the individual companies.]*

There are many ways in which a PCO can charge depending upon cultural traditions and organisation structures. These fees cover the cost of the PCO in managing the event. You should be clear on whether you wish the fees to cover all the services or whether you require separate fees to be quoted for different services. Different services would normally be categorised as follows:

- *General congress management (relating to specific services required)*
- *Sponsorship*
- *Exhibition sales and management*
- *Scientific programme management*
- *Registration*
- *Social events*
- *Accommodation*
- *Tours*

Tenderers are asked to outline any other charges that may be made, such as mailings, telephone, fax, e-mail, IT, general stationery, additional staff costs etc. Any additional service charges on other budget items should be clearly stated as should the Tenderers policy towards the receiving of commission from suppliers.

Tenderers are **not** asked to provide a budget to accompany their submission.

It should be noted that to ask a PCO to prepare a budget for your event as part of the tender process is not common practice. A PCO will need many details about your event to be able to write an accurate budget. Any budgets written without this essential detail can be extremely misleading and are frequently totally inaccurate.

15. AWARDING OF CONTRACT

It should be noted that the Appointment of the PCO and the Awarding of this Contract will not be dependent only upon the fees quoted but will be dependent upon the proven ability of the PCO to have understood the requirements of the Congress and their ability based on experience to deliver the event. Any appointment will be subject to successful contract negotiation.

Reference Guidelines

All IAPCO documents and guidelines can be obtained from IAPCO or from the IAPCO website to assist in the planning of your event.

Disclaimer

The inclusion or exclusion of information from this document should not be interpreted as an endorsement or non-endorsement by IAPCO. IAPCO is not responsible for the accuracy or timeliness of the information presented in this document or for editing, classifications or omissions. IAPCO is not responsible for decisions or actions that may be made as the result of information presented in this document.

List of Members 2009

ARGENTINA

ICS Congresos Internacionales S.A.
Mariano R. Castex, Managing Director
E-mail: buenosaires@congresosint.com.ar

AUSTRALIA

ICMS Pty Ltd
Sarah Markey-Hamm, National Manager
E-mail: sarah@icms.com.au

Tour Hosts Pty Limited
Roslyn A McLeod, OAM, Managing Director
E-mail: darmstrong@tourhosts.com.au

The Meeting Planners
Karine Bulger, Chief Executive Officer
E-mail: kbulger@meetingplanners.com.au

AUSTRIA

AIMS International Congress Services GmbH
Susanne Kostka, Executive Vice President
E-mail: congress@aims-international.com

Mondial Congress & Events
Annette Jirasek, Managing Director
E-mail: walter@mondial-congress.com

BELGIUM

AIMS International Congress Services
Dorothee Flament, Office Manager
E-mail: brussels@aims-international.com

MCI Brussels
Idoia Rodés Torrónategui, Deputy MD
E-mail: idoia.rodés@mci-group.com

Semico Nv
Luc Niville, Executive Director
E mail: info@semico.org

BRAZIL

JZ Congressos
Juarez Filho Augusto de Carvalho, Exec. Dir.
E-mail: jzcongressos@jz.com.br

BULGARIA

AIMS International Congress Services
AIMS International Bulgaria EOOD
Anna Potzkova
E-mail: sofia@aims-international.com

CANADA

Advance Group Conference Management Inc.
Rose M. Ironside, President
E-mail: rosei@advance-group.com

CongressWorld Conferences Inc.
Susan Roberts, Managing Director
E-mail: sroberts@congressworld.ca

International Conference Services Ltd
Mathias Posch, President
E-mail: mathias@icsevents.com

JPdL - International Congress Management Inc.
Jean-Paul de Lavison, President
E-mail: jpdelavison@jpdL.com

JPdL Québec Inc.
Alain Carbonneau, Dir. Inter. Convention Sales
E-mail: acarboneau@jpdL.com

JPdL Toronto Inc.
Alain Carbonneau, Dir. Inter. Convention Sales
E-mail: acarboneau@jpdL.com

Venue West Conference Services Ltd.
Sue Daugulis, President
E-mail: congress@venuewest.com

CHINA / HONG KONG

International Conference Consultants Limited
Katerina Tam, Director
E-mail: icc@icc.com.hk

CYPRUS

Serenas Cyprus Ltd
Congress & Organisational Services
Email: mustafa.gurbuz@serenas.com.tr

CZECH REPUBLIC

AIMS International Congress Services
AIMS International s.r.o
Helena Hradilova, Head of Congress Dept.
E-mail: prague@aims-international.com

DENMARK

DIS Congress Service Copenhagen A/S
Peder Andersen, Managing Director
E-mail: psa@discongress.com

ICS A/S Copenhagen
International Conference Services
Julie Drehn, Congress Director
E-mail: julie@ics.dk

FRANCE

BCA
Olivier Cassedanne, Chairman / MD
E-mail: o.cassedanne@b-c-a.fr

Colloquium
Annie Gigon, Managing Director
E-mail: a.gigon@colloquium.fr

Europa Organisation Paris
Marc Doncieux, President
E-mail: mdoncieux@europa-organisation.com

Europa Organisation Toulouse
Marc Doncieux, President
E-mail: mdoncieux@europa-organisation.com

MCI Paris
Philippe Fournier, Managing Director
E-mail: mciparis@mci-group.com

MCI Lyon
Philippe Fournier, Managing Director
E-mail: mcilyon@mci-group.com

GERMANY

CPO HANSER SERVICE GmbH - Berlin
Inge Hanser, Director
E-mail: berlin@cpo-hanser.de

CPO HANSER SERVICE GmbH - Dresden
Inge Hanser, Director
E-mail: dresden@cpo-hanser.de

CPO HANSER SERVICE GmbH - Hamburg
Inge Hanser, Director
E-mail: hamburg@cpo-hanser.de

INTERPLAN AG - Munich
Dr. Markus Preußner, Managing Director
E-mail: info@interplan.de

INTERPLAN AG - Hamburg
Bruno Lichtinger, Managing Director
E-mail: hamburg@interplan.de

K.I.T. GmbH - Berlin
Stéphane Talboom, Director of Sales
E-mail: stalboom@kit-group.org

MCI Berlin
Gunda Stickan, Managing Director
E-mail: gunda.stickan@mci-group.com

MCI Stuttgart
Carsten Knieriem, Managing Director
E-mail: carsten.knieriem@mci-group.com

GREECE

AC&C International S.A,
Georgia Baroutoglou, Marketing Supervisor
E-mail: gbaroutoglou@acnc.gr

AKTINA CITY congresses & events
George Lassithiotakis, Managing Director
E-mail: info@aktinacitycongress.com

Erasmus Conference Tours & Travel S.A
Georgia Tsatsou, Managing Director
E-mail: info@erasmus.gt

HUNGARY

AIMS International Congress Services
AIMS International Kft
Susanne C Kostka, Executive Vice President
E-mail: budapest@aims-international.com

IRELAND

MCI Dublin
Siobhan O'Hare, Conference Director
E-mail: sohare@ovation.ie

ISRAEL

KENES International
Gideon Rivlin, Chairman
E-mail: conventions@kenes.com

ITALY

AIM Group – AIM Congress Milan Office
Gianluca Buongiorno, President
E-mail: g.buongiorno@aimgroup.it

AIM Group – AIM Congress Rome Office
Patrizia Semprebene Buongiorno, MD
E-mail: p.buongiorno@aimgroup.it

AIM Group – AIM Congress Florence Office
Michel Neijmann, Head of International Affairs
E-mail: m.neijmann@aimgroup.it

EGA, Professional Congress Organisers
Cristina Aru, Partner
E-mail: ega@ega.it

Formula Congressi Promotion Incentive s.r.l
Isabella Randone, Managing Director
E-mail: info@formulacpi.com

Key Congress and Communication srl
Arianna Caldon, Managing Director
E-mail: info@keycongress.com

Promo Leader Service Congressi
Luigi Cammi, Managing Director
E-mail: luigi.cammi@promoleader.com

JAPAN

Congress Corporation
Reiko Kubota, Managing Director
E-mail: iapco@congre.co.jp

Japan Convention Services, Inc.
Tatsuo Arai, Executive Director
E-mail: iapco@convention.jp

KOREA

Insession International Convention Services Inc
Jay Moon, Manager
E-mail: jaymoon@insession.co.kr

MECI International Convention Service, Inc
Bannie Kim, CEO & President
E-mail: bannie@meci.co.kr

MEXICO

B. P. Servimed, S. A. de C. V.
Dr. Jorge Bisten Bustani, Director General
E-mail: jorge.bisten@servimed.com.mx

MONACO

Publi Créations - AIM Group
Dr. Marino Lena, Managing Director
Email: m.lena@publiccreations.com

NETHERLANDS

Academic Medical Center
International Affairs & Congresses
Vincent van Wulfen, Group Manager
E-mail: V.C.vanWulfen@AMC.UVA.NL

Congrex Holland BV - The Congrex Group
Annemiek van Iersel, Operations Director
E-mail: annemiek.vaniersel@congrex.com

EAGE - EAGE Conferences bv
Ricardo Vivas
E-mail: eage@eage.org

Eurocongres International
Michelle Labouchere, MD/Partner
E-mail: labouchere@eurocongres.com

ICS - International Conference Services BV
Jerry A.F. Gaspersz, Managing Director
E-mail: j.gaspersz@ics-online.nl

NEW ZEALAND

The Conference Company
Jan Tonkin, Managing Director
E-mail: jt@tcc.co.nz

NORWAY

Congress-Conference AS
Øivind R. Lie, Director
E-mail: congrex@congrex.no

PANAMÁ

Congrex Americas – The Congrex Group
Javier Montilla, Regional Managing Director
E-mail: javier.montilla@congrex.com

PORTUGAL

AIMS International Congress Services
AIMS Portugal Ltda.
Susanna Tocca, Managing Director
E-mail: Lisbon@aims-international.com

K.I.T. Congressos e Incentivos Lda
Stéphane Talboom, Managing Director
E-mail: stalboom@kit-group.org

SINGAPORE

MCI Singapore
David Goh, Managing Director
E-mail: singapore@mci-group.com

SLOVENIA

Cankarjev dom
Teja Alic, Head of Operation Division
E-mail: teja.alic@cd-cc.si

SPAIN

AOPC - Professional Congress Organiser
Paloma Bellés, Managing Director
E-mail: congress@aopc.es

ATLANTA/UNICONGRESS
Guillermo Fuster Fernández, MD / CEO
Email: direccion@unicongress.com

Grupo Pacifico
Patrizia Milan, Dirección Técnica
E-mail: pmilan@pacifico-meetings.com

MCI Barcelona
Oscar Cerezales, Managing Director
E-mail: oscar.cerezales@mci-group.com

MCI Madrid
Guy Bigwood, Managing Director
E-mail : guy.bigwood@mci-group.com

SIASA Congressos SA
Mercedes del Portillo, Managing Director
E-mail: mportillo@siasa.es

TILESA OPC, S.L
Carlos de Sebastian jr, General Manager
E-mail: carlosjr@tilesa.es

Viajes Iberia Congresos
André Vietor, Managing Director
E-mail: andre.vietor@viajesiberia.com

SWEDEN

Congrex Sweden AB - The Congrex Group
Stephanie Hellstedt, Sales Director
E-mail: stephanie.hellstedt@congrex.com

MCI Stockholm
Fredrik Vanerell, Marketing and Sales
E-mail: fredrik.vanerell@mci-group.com

SWITZERLAND

KENES International
Dan Rivlin, Managing Director
E-mail: drivlin@kenes.com

K.I.T. Swiss S.A
Stéphane Talboom, Dir of Sales & Operations
E-mail: info@kit-group.org

MCI Geneva
Richard Torriani/Philippe Fournier
E-mail: mci@mci-group.com

MCI Glattburg
Thomas Wuethrich, Managing Director
E-mail: Thomas.wuethrich@mci-group.com

TURKEY

Figür Congress & Organisation Services Ltd
Pinar Ceyhun, International Affairs
E-mail: pinarceyhum@figur.net

Flap Tour
Gurkan Gencler, Director
E-mail: gurkan@flaptour.com.tr

Koray Kurutepe [individual member]
K2 Conference and Event Management Co.
E-mail: koray.kurutepe@k2-events.com

Mustafa Kartopu [individual member]
Der Tur Tours & Travel
E-mail: mkartopu@dertur.com.tr

Serenas Tourism Congress Services Ltd Co
Mustafa Gurbuz, General Manager
Email: mgurbuz@serenas.com.tr

Topkon Congress Services
Kemal Kural, Managing Director
E-mail: congress@topkon.com

United Expo, PCO Congress and Tourism
Eli Simsolo, General Manager
E-mail: info@unitedexpo.com.tr

Visitur Conference and Destination Services
M. Talha Camas, President
E-mail: congress@visitur.com.tr

ZED Tourism Travel Agency
Cengiz Yazanel, General Manager
Email: info@zed.com.tr

UNITED ARAB EMIRATES

MCI Middle East
Sumaira Isaacs, Managing Director
E-mail: sumaira.isaacs@mci-group.com

UNITED KINGDOM

Concorde Services Limited – The Congrex Group
Sarah Fitzpatrick, Managing Director
E-mail: sarah.fitzpatrick@concorde-uk.com

MCI UK
Jennifer Jenkins, Managing Director
E-mail: jennifer.jenkins@mci-group.com

SECRETARIAT

www.iapco.org

Sarah Storie-Pugh
IAPCO
Brambles House
Colwell Road
Freshwater
PO40 9SL, United Kingdom

E-mail: info@iapco.org

Reproduction

Reproduction of any part or of the entire document is subject prior authorisation and approval from IAPCO. Copyright IAPCO: 1st edition 2008, latest reprint 2009