



Canada Green Building Council  
*Every Building Greener*

Conseil du bâtiment durable du Canada  
*Verdir tous les bâtiments*

## Canada Green Building Council Building Lasting Change 2020 Request for Proposal

### Building Lasting Change 2020 – Event Manager

**Issued:** August 20, 2019

**Due Date:** September 3, 2019

**Term of Contract:** October 1, 2019 – July 15, 2020

#### **Purpose:**

The Canada Green Building Council is seeking proposals from event management professionals (individual or company) to manage the key event elements associated with Building Lasting Change in Toronto from June 3 to 5, 2020.

#### **About Building Lasting Change (BLC):**

CaGBC's national conference and showcase, Building Lasting Change, has become Canada's premiere event for green building industry professionals. In 2020, the event will be held in Toronto from June 3 to 5. Key elements of the event which attracts over 800 delegates (the majority from Canada) include: plenary and concurrent education content and programming, pre-conference events, gala awards reception, dinner and celebration, comprehensive food and beverage services, entertainment, international delegate program, hotel room block, green building tours, a minimum of three primary venues, an intimate showcase of select industry exhibitors, several sponsors and an impressive roster of quality speakers. ([BLC 2019](#))

**Key Dates:** Monday, June 1 (arrive in Toronto)  
Tuesday, June 2 (pre-conference activities)  
Wednesday, June 3 (Showcase set-up, Summit, AGM, Welcome Reception)  
Thursday, June 4 (Day 1 Full Conference, Awards Gala and Dinner)  
Friday, June 5 (Day 2 Full Conference)

**Venues:** Hotel X (Host Hotel)  
Beanfield Centre (Summit, AGM, Conference, Showcase)  
Liberty Grand (Awards Gala Reception and Dinner)



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[cagbc.org](http://cagbc.org) [cbdca.org](http://cbdca.org)

### **About the CaGBC:**

The Canada Green Building Council (CaGBC) is a national, industry-led, non-profit organization dedicated to green building. Our in-depth market research and analysis, building certification programs, and capacity-building efforts have accelerated the transformation to high-performing green buildings, homes, and communities throughout Canada.

### **Scope of Services:**

In responding to this RFP, proponents are asked to demonstrate their ability to complete this work within the timeline outlined, the process they will use, the primary deliverables and outputs associated with each activity for each stage and an itemized budget for all activities in each stage. Where possible, proponents are asked to identify what materials they will require from the CaGBC as well as any work or assistance CaGBC staff will be required to provide to support the process. The successful candidate will have access to prior materials, budgets, critical paths, programs and reports etc. for reference and guidance. The Event Manager will report to and collaborate with the National Manager, Marketing, Membership and Events throughout the project. The Event Manager will also coordinate closely with and accept direction from other CaGBC team members including (but not limited to) the Vice President of Marketing and Communications.

Event Management Services associated with the contract will include:

### **Pre-Event Services (October 1, 2019 – May 31, 2020)**

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#### Participate in planning meetings

- Monthly from October to January
- Bi-Weekly from January to March (minimum one meeting per month in Ottawa)
- Weekly from March to June (minimum one meeting per month in Ottawa)
- Note: contractor must be willing to be available for impromptu conference calls, skype calls and/or planning sessions as required throughout the contract

#### Critical Path

- Review existing critical path and all areas of responsibility (program committee, exhibitor sales, sponsor relations, gala production and decor, registration, website, graphics, etc.) and communicate all timelines to group as a whole to ensure no gaps or omissions
- Monitor the critical path to ensure milestones and deliverables are met on time and on budget
- Flag and resolve project issues
- Ensure all stakeholders are kept apprised of any changes to outcome
- Action all Event Manager responsibilities



## Budget

- Track, monitor, manage accurate expenses and revenue against approved budget
- Provide regular status reports and current budget figures throughout the planning stages
- Continually identify, recommend and implement cost-saving opportunities
- Prepare cheque requisitions for finance department using CaGBC templates
- Manage and monitor payment schedules

## Logistics

- Prepare event scenario for each day of event to indicate timing and role for key individual
- Review conference program prior to production
- Monitor website to ensure accuracy
- Staff Duty Rosters and Schedule
- Ensure all staff and comps, keynotes or special guests have been included in hotel rooming list
- Prepare on-site contact sheet (cell numbers of key people)
- Prepare event binder(s) for on-site reference
- Debrief staff prior to departure of their roles during event
- Ensure all supplies have been ordered and arrange for shipment to venue
- Review printed program prior to print and monitor the website for accuracy and current content

## Volunteer Coordination

- Develop on-site staffing requirements including schedules and job descriptions
- Update Volunteer sign-up sheet and prepare for distribution
- Assess volunteer applicants, select volunteer coordinator
- Communicate orientation requirements, dress code etc.
- Prepare and host onsite volunteer briefing/orientation

## Supplier Liaison

- Manage the fulfillment of supplier contracts
- Venue(s)
  - Ensure each venue has appropriate setup requirements for all exhibitor needs and education component, registration area, F+B requirements, dietary and mobility issues, etc.
  - Ensure room setups, guestroom attrition and meal functions are appropriately adjusted based on attendance figures
  - Monitor shoulder events including logistics and requirements
- Audio Visual
  - Ensure AV requirements have been reflected in final AV specs
- Coordinate and oversee any ground transportation (taxi, uber, shuttles etc.) schedules and requirements
- Liaison with Green Business Showcase Services provider to ensure floorplans, AV/F&B/show services etc. are current and met
- Prepare signage plan, requirements, source supplier and oversee production



- Coordinate and manage the procurement of conference merchandise, SWAG or sponsored materials (for example: napkins, tote bags, t-shirts, water bottles, etc.)

### Continuing education

- Prepare applications to secure continue education credits with GBCI

### Registration Liaison

- Monitor delegate registration via service provider platform
- Manage set up, training and scanning onsite
- Prepare duty list and schedule for on-site registration services
- Ensure Registration vendor distributes appropriate invitations, info packages
- Monitor attendance for each component (education sessions, meetings, offsite functions, gala)
- Oversee the design/production of badges with appropriate colour coding, ribbon or other identifier for various registration levels
- Update post-conference QuestionPro surveys (delegates, sponsors, speakers, exhibitors)

### Speaker Liaison

- Review and update speaker kit
- Confirmation of logistics and correspondence with speakers
- Coordination of planning sessions for panels and / or bundled presentations and / or interactive learning sessions which may require support from CaGBC education department.
- Coordinate all administrative requirements for speakers including collection of bios, photos, waiver forms (for release of documents), AV requirements; and, provide logistical details of room location, session timing, etc.
- Coordinate any special services required by keynote speakers etc.
- Work with the web team/graphics team on web updates and speaker promotional materials etc.
- Prepare speaker thank you cards for distribution at event

### **On-Site Services (June 1 – June 5, 2020)**

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- Provide overall on-site management services in Toronto including staffing, signages, AV, food and beverage, speakers, etc. as well as trouble shooting expertise
- Attend Pre-con with venue(s), reviewing all elements of event including AV, F&B, setup, emergency processes, etc.
- Monitor setup and oversee that requirements for all elements of the event (including shoulder events) are met
- Meet with Gala venue and supplier(s) for final review
- Assist with set up Staff office
- Accept / verify shipment of supplies
- Oversee set up of Registration area, CaGBC booth, GBCI CA booth, EGP Mentor Lounge, B2B spaces
- Manage volunteer briefing and training
- Coordination of scanning



- Oversee each day's activities
- Ensure Sponsor deliverables are being met on-site
- Meet with planning committee to review day's successes, areas for improvement, prepare for next day
- Review billing at end of each day
- Ensure strike-down is completed in timely fashion
- Prepare return shipment of materials back to Ottawa office or Chapter locations as required

### **Post-Event Services (June 8 – July 15, 2020)**

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- Prepare Post-Conference report for review by National Manager, Marketing, Membership and Events
- Attend post-event debrief

### **Proposal Evaluation:**

CaGBC will evaluate all submissions using the following weighted system:

- Executive Summary (10%)
  - Company introduction
  - Appropriate references
  - Demonstration of excellent customer service and project management
- Qualifications (30%)
  - Considerable direct expertise with similar projects
  - Samples of work
  - Appropriate staffing resources
  - Experience in not-for-profit marketing and in branding complex organizations with regional staff and membership in 10 provinces.
  - Demonstrated ability to perform stated project at the highest level
  - Degree of involvement of senior partner with this project.
- Functional Approach (25%)
  - Proposed methodology and process
  - Proposed schedule
  - Ability to meet project requirements
- Project Cost (35%)
  - Cost of services with details as to the method and basis of compensation
  - Hourly rate must be quoted
  - Maximum amount for full scope of work must be quoted

### **Instructions:**

Inquiries and proposals should be addressed to Kim Cunningham, National Manager, Marketing, Membership and Events [kcunningham@cagbc.org](mailto:kcunningham@cagbc.org), 613 656 1943.



**Please note:**

Information provided in this RFP and throughout the application process should be considered confidential. Consultants will be retained under CaGBC's Master Service Agreement. All information, recommendations and reports will become the exclusive property of CaGBC. The CaGBC is not bound to choose any of the submitted applicants. Key factors of success include on-time delivery, on-budget delivery, responsiveness and approval of quality of work from CaGBC senior management.

**Resources**

- [CaGBC website](#)
- [Building Lasting Change \(past events\)](#)
- [Green Business Showcase Exhibitor Guide \(2019\)](#)
- [Building Lasting Change Sponsorship Prospectus \(2019\)](#)
- [CaGBC National Leadership and Green Building Excellence Awards](#)

