

# **REQUEST FOR PROPOSALS**

## **ADMEI 2021 – Annual Conference – Virtual**

### **23-24 February 2021**



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#### **Purpose**

The Association of Destination Management Executives International (ADMEI) is seeking proposals from virtual conference platform providers/producers interested in hosting its annual conference. Preference will be given to complete package, including but not limited to hosting/sponsorship of virtual conference.

With the expansion of services by DMCs to their clients, the virtual platform provider/producer will be able to showcase the full range of opportunities available to support future programs and events. Due to the current industry climate, virtual conferencing is now the new normal and DMCs are the perfect audience to provide return on investment (ROI) of said partnership.

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#### **About ADMEI**

As the leading global organization for Destination Management Companies (DMCs) ADMEI's mission is to:

- Define the DMC industry
- Uphold the highest level of professionalism
- Establish standard business and ethical practices
- Promote the value of local Destination Management through member and industry education

ADMEI is recognized as the global voice of the Destination Management industry and is the premier resource for education, standards, and practices for DMCs from around the globe. Its members represent more than 30 countries on 4 different continents.

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#### **Profile**

The attendees are owners and staff of international destination management companies.

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#### **Purpose**

The purpose of these meetings is to elevate the profession of Destination Management Companies (DMC) via education and networking. Executives and industry experts share information about the marketing and management of businesses, new marketing and management procedures, and innovative ways to improve business practices.

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#### **Contact**

Lisa DeGolyer, Deputy Executive Vice President  
Association of Destination Management Executives International  
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Wimberley, TX 78676  
[lisa@admei.org](mailto:lisa@admei.org)  
[www.admei.org](http://www.admei.org)

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#### **Conference Dates**

23-24 February 2021

## Tentative Schedule

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(Eastern Time Zone)	<b>TUESDAY, FEBRUARY 23, 2021</b>	(Eastern Time Zone)	<b>WEDNESDAY, FEBRUARY 24, 2021</b>
	Sponsors showcase available anytime		Sponsors showcase available anytime
11:00 AM – 12:00 PM	Official Opening of the 2021 Conference with <a href="#">Video montage</a>  Welcome of Outgoing President  Introduce the Current Board Acknowledge  Sponsor Recognition  Review the outline of the conference agenda	11:00 AM – 11:30 AM	Welcome from President  -
12:00PM – 12:30 PM	BREAK	11:30 AM – 11:45 AM	BREAK
12:30 PM – 1:15 PM	<b>OPENING GENERAL SESSION</b> <a href="#">Pre-recorded video</a>	11:45 AM – 1:00 PM	<b>ROUNDTABLE DISCUSSIONS</b> <a href="#">(3) concurrent: includes live interaction</a>
1:15 PM – 1:30 PM	Q/A with GS speaker <a href="#">Live Q/A</a>	1:00 PM – 1:30 PM	BREAK
1:30 PM – 1:33 PM	Intro to Breakout Sessions Housekeeping announcements	1:15 PM – 2:30 PM	THINK TANKS <a href="#">(3) concurrent: includes live interaction</a>
1:33 PM – 1:45 PM	BREAK	2:30 PM – 2:45 PM	BREAK
1:45 PM – 2:50 PM	Breakout Sessions <a href="#">(3) concurrent</a>	2:45 PM – 3:30 PM	CLOSING GENERAL SESSION <a href="#">Pre-recorded video</a>
2:50 PM – 3:00 pm	BREAK	3:30 PM – 3:45 PM	Q/A with GS speaker <a href="#">Live Q/A</a>
3:00 PM – 3:30 PM	Closing Remarks from President Swearing in Incoming President Brief Remarks from Incoming President with Intro to Closing Reception	3:45 PM – 4:00 PM	Upbeat Conference Close
3:30 PM – 4:00 PM	Closing Reception <a href="#">Live entertainment</a>		

### Additional Schedule Notes

ADMEI plans to host its annual ADMEI Awards program virtually as well. Two options are as follows:

- Option 1 – Split virtual conference into 3 days with the virtual awards taking place in the middle. Ex: Conference – February 24, Awards – February 25 and Conference – February 26
- Option 2 – Host virtual awards on a different day/month separate from the conference dates.

The virtual awards will consist of both recorded and live segments in duration of approximately 90 minutes.

### **Challenge**

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The original conference was scheduled for 11-13 February 2021 in Lisbon, Portugal. After much deliberation, the Executive Board deemed it necessary to postpone an 'in-person' meeting due to the current strain on our industry due to the Covid-19 pandemic. In turn, the Executive Board wishes to proceed with a virtual conference and awards program for 2021. There is much excitement to partner with a digital events firm/producer to inspire and challenge new ways of thinking about content delivery for successful high-quality virtual events.

### **Details**

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ADMEI is seeking a partnership with a virtual platform provider/producer interested in showcasing their product, service and expertise to this distinguished group of event & destination management professionals. Any cash or in-kind trade sponsorships shall be included in the proposal package.

### **Submission**

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Deadline to receive is Friday, 23 October 2020.

- Submit proposal to Lisa DeGolyer via email to [lisa@admei.org](mailto:lisa@admei.org).
- Proposals must be submitted in pdf format.
- Be sure to include past client references for work completed similar to that included in this RFP (minimum of two) and provide case study synopsis of the work completed for mentioned references.
- Provide a proposed timeline for implementation and delivery.
- Provide a line item budget, including a list of service fees for the completion of work as currently described in this RFP and the total estimated cost to complete the entire project.
- Include all sponsorship opportunities available on the platform
- Provide recommendation for the virtual awards program with reference to time, date and cost
- Include biographies for key individual(s) assigned to the event including tenure with the firm; the number of hours each individual can devote on a weekly basis to this project, and an estimate of total number of hours to complete the project.
- Provide information for production support for "day of" event.
- Share a summary explaining why your firm is most qualified.
- Be sure to list any additional needs for setup required from ADMEI to ensure the successful delivery of proposed services.

## **Decision**

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The selected service provider will be notified by Friday, 6 November 2020. Those not selected will be informed via email shortly thereafter. Questions regarding this RFP may be submitted to [lisa@admei.org](mailto:lisa@admei.org) with the subject line **ADMEI 2021 Conference RFP Question**. ADMEI reserves the right throughout this process to select the provider that best meets its requirements and to hold discussions with any and all respondents. Respondents understand that neither issuing this RFP or receiving it constitutes any kind of agreement with or commitment by ADMEI. Submissions that do not include all of requested information, particularly line item budget, will not be considered.