

Call for Offers: Event Agency to organise a Hybrid Conference in Budapest (10 Oct. 2024)

Overview

EIT RawMaterials is requesting support from an event agency with **expertise in organising and coordinating conferences in a hybrid format (livestreamed) for international organisations**. The event agency will lead the organisation of the Women and Girls in STEM Forum (WGSF), the annual event of the educational programme coordinated by EIT RawMaterials, Girls Go Circular.

The WGSF is a one-day event seeking to empower schoolgirls aged 14-19 from 30 European countries to follow a career in STEM (Science, Technology, Engineering, Mathematics) by connecting them with education experts and representatives from the tech industry. Over the last three years, this event has become a platform for leading voices of students, teachers, mentors, policymakers, researchers, and industry working towards a truly equal and inclusive future of Europe. **This year's edition will take place in Budapest (Hungary) on 10 October 2024 and is expected to gather up to 200 participants in person and +1,300 viewers online.**

The main objectives of the WGSF are to:

- Influence policy through an expert panel discussion on solutions to bridge the gender gap in STEM and innovation (with this year a special focus on "Empowering Women in STEM with AI");
- Inspire European schoolgirls to join STEM fields of study and career through a student competition and a mentoring session;
- Raise awareness about the educational programme Girls Go Circular, whose students will be invited to follow in person and online the WGSF.

Most participants of the WGSF will be female students aged 14-19 and their accompanying teacher traveling from 30 European countries to Budapest to attend the WGSF. While the WGSF will be the highlight of their stay, they will stay in Budapest for 3 nights to explore the city.

Services Requested

The event agency is expected to provide the following services:

1. Pre-Event Planning and Consultation:

- Concept Development: Co-develop with EIT RawMaterials the event concept and format, considering both in-person and virtual aspects.
- Budget Management: Co-define the event budget with EIT RawMaterials to allocate resources effectively.
- Timeline Development: Create a detailed timeline outlining key milestones and deadlines for event planning.
- Venue Selection and Setup: Finding a suitable venue for the event and making all the necessary booking arrangements (unless done by EIT RawMaterials directly) in consultation with EIT RawMaterials.
- Coordinate setup for virtual attendees, including selecting a virtual event platform.

2. Technical Setup and Support

- Audio-Visual Services: Arrange audio-visual equipment for in-person presentations and live streaming.
- Ensure seamless integration of virtual platforms with onsite AV setup.
- Virtual Platform Setup: Select and set up a reliable virtual event platform for livestreaming and interactive features.
- Provide technical support for virtual attendees and speakers to access the event platform.

3. Marketing and Promotion

- Event Branding: Co-develop with EIT RawMaterials the Forum's branding and design assets for both physical and digital promotion (short teaser, transitions, wipes, titles, slides, background, post-event highlights video).

4. Logistics and Operations

- Transportation from abroad: Make travel arrangements (flight/train booking) for the onsite participants traveling from 30 European countries to Budapest (list of countries: Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, North Macedonia, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Ukraine). A full list of onsite participants and their city of departure will be provided by EIT RawMaterials.

- Local transportation in Budapest: Organise pick-up and drop-off from/to the airport in Budapest to/from their hostel. Organise bus transfers of the onsite participants from/to their hostel to the event venue.
- Registration Management: Set up an online registration system for attendees (both onsite and virtual).
- Manage attendee data and provide support for registration inquiries.
- Onsite Logistics: Coordinate event logistics such as venue setup, catering, signage, and attendee management. Hire dedicated crew for Registration, Cloakroom, Security as needed.
- Virtual Attendee Support: Provide technical support for virtual attendees during the event (e.g., troubleshooting access issues).

5. Post-Event Services

- Event Recap and Reporting: Compile post-event reports on attendance, engagement metrics, and feedback.
- Content Archiving: Archive event recordings, presentations, and other materials for on-demand access post-event.

6. Additional Services

- Speaker and Talent Management: Coordinate with speakers, moderators, and performers for both onsite and virtual sessions (e.g., organise rehearsals).
- Accessibility Features: Implement accessibility features for virtual attendees (e.g., closed captioning, translation services).
- Security and Privacy Compliance: Ensure data security and privacy compliance for virtual attendees' information and interactions.

Service Level Requirements

In providing services, the following service levels are requested:

- Services should be delivered by a professionally competent and appropriately experienced agency.
- Progress shall be reported weekly by e-mail or online meetings upon request (frequency will be agreed with the chosen agency).

Required Experience and Capabilities

The agency delivering the services should be able to demonstrate the following experience and capabilities:

1. Event Planning and Management

- Experience in Event Coordination: Proven track record of organizing and managing events, including hybrid or virtual events for international organisations (in English language).
- Strategic Planning Skills: Ability to develop a comprehensive event strategy aligned with client objectives and audience needs.
- Budget Management: Strong financial management skills to create and adhere to event budgets.
- Timeline Management: Expertise in developing timelines and schedules to ensure all aspects of the event are executed on time.
- Attention to Detail: Ability to manage multiple logistical details, from venue selection to AV setup and attendee registration.

2. Technical Proficiency

- Audio-Visual Expertise: Knowledge of audio-visual equipment and technologies for in-person presentations and live streaming.
- Virtual Event Platforms: Experience with virtual event platforms for hosting livestreams, interactive sessions, and networking activities.
- Technical Support: Capability to provide technical support to both onsite and virtual attendees before and during the event.

3. Communication and Collaboration

- Client Relationship Management: Strong interpersonal skills to communicate effectively with clients, understand their goals, and address their needs. The team in charge of communicating with EIT RawMaterials and the event attendees should be proficient in English (C1).
- Vendor Management: Experience in coordinating with vendors, suppliers, and subcontractors to ensure seamless event execution.
- Team Collaboration: Ability to lead and collaborate with a diverse team of event professionals, including planners, technicians, marketers, and designers.

4. Problem-Solving and Adaptability

- Resourcefulness: Capacity to troubleshoot issues and find creative solutions to unexpected challenges during event planning and execution.
- Adaptability to Change: Flexibility to adapt event plans based on client feedback, changing circumstances, or technological developments.

- Crisis Management Skills: Capability to handle unexpected emergencies or disruptions during the event with composure and efficiency.

5. Compliance and Security

- Data Privacy and Security: Understanding of EU data protection regulations and best practices for managing attendee data securely.

Desired Experience and Capabilities

- Proficiency in Hungarian language and good knowledge of Budapest city.
- Experience in coordinating corporate events involving vendors and suppliers located in Budapest.

Award Criteria

EIT RawMaterials will assess bids based on the following factors:

Component	Weighting
Cost/budget	50%
Experience and Capabilities – the ability to meet the requirements listed above	50%
Total	100%

Bids

Please include the following information in your offer:

1. A description of your relevant expertise.
2. Three references of previous work employers, and at least three examples of hybrid conferences organised by your agency.
4. The bidder’s trading name, VAT, or tax identification number (if applicable) and the registered trading address.
5. A proposed budget for the completion of the tasks described above in the form of an **all-inclusive fixed price excluding the transportation costs of onsite participants**, which will be invoiced at costs upon presentation of corresponding receipts. Those costs will have to be approved with EIT RawMaterials beforehand.

Please note that the total budget for the completion of these services amounts to approximately **90.000 EUR including VAT** (excluding the transportation costs of onsite participants).

The evaluation process might include an online interview with the candidates. EIT RawMaterials reserves the right to negotiate the final budget for implementation to be agreed on.

Payment of the selected agency:

- Pre-payment of 30% of the total budget before the event.
- Payment of 40% at the event’s date.
- Last payment of 30% after the event once all post-event services have been completed.

Miscellaneous

The specifications of this Call for Offers might be subject to modifications in the future. EIT RawMaterials is open to any suggestions regarding operational organization.

Timeline

EIT RawMaterials has set the following indicative timeline for this RFP. We reserve the right to amend this when needed.

Planned date	Milestone
22 May 2024	Bidders’ deadline to submit proposals (5 PM CET)
24 May 2024	Supplier selection by EIT RawMaterials
24 May 2024	Proposed contract start date

Please direct proposals and questions regarding this Call for Offers to girlsgocircular@eitrawmaterials.eu by 22 May (5 PM CET).

Introduction and Background

EIT RawMaterials is a key European actor established in 2015 to advance Europe’s transition into a sustainable economy. EIT RawMaterials is an Innovation Community within the EIT (European Institute of Innovation and Technology), Europe’s largest innovation ecosystem based in Budapest.