

# Request for Proposals - Event Provider 2024

---

RFP n#: 2023-02-CM-EVENT  
Location: Remote  
Start date: May 2023  
End date: August 2024



**Better Cotton key contact:**  
Annie Ashwell, Events Manager  
Communications Team  
tender@bettercotton.org

Applications must be submitted via this [link](#).

Questions, requests and applications sent after the deadline (Friday 31 March) will only be considered in exceptional circumstances.

## Description

---

Better Cotton is the world's largest cotton sustainability programme. Our mission: to help cotton communities survive and thrive, while protecting and restoring the environment. In difficult times, we are meeting the challenge head on. Through our network of field-level partners we have provided training on more sustainable farming practices to more than 2.9 million cotton farmers in 26 countries. More than a fifth of the world's cotton is now grown under the Better Cotton Standard and our membership network includes more than 2,400 members.

More information about Better Cotton can be found on our website: [www.bettercotton.org](http://www.bettercotton.org)

## Background

---

The Better Cotton Conference is an annual event that welcomes the entire cotton sector to come together, providing an opportunity to connect, network and collaborate with a diverse community of changemakers along the cotton value chain.

The conference gives a unique opportunity to engage in forward-thinking discussions with global leaders and field-level experts and creates an environment where the challenges of sustainable cotton can be explored and navigated through dynamic discussion and action plans.

We are now looking forward to our 2024 conference and seeking proposals from skilled organisations with extensive experience in hybrid conference planning and delivery. The event provider will be a local

event specialist operating in the chosen location, hosting the conference from their own venue or partner venue and provide a valuable network of local suppliers to source our catering, technical team, networking event venues, photographers, printers and more.

The chosen provider will work extensively with the Communications and Events Team at Better Cotton. The scope of work will be broken down into three sections:

- Securing a venue (May 2023)
- Planning (January 2024 – June 2024)
- Delivery and post event (June 2024 – August 2024)

We welcome global applications, as our main priority is to source an exciting event venue that fits our needs.

This is a brilliant and unique opportunity to collaborate on a global event with the world’s largest cotton sustainability programme. You can view our conference highlights from 2022 [here](#).

## Scope of Work

This is a large-scale, multifaceted project, and therefore, the conference is managed in a split of content and logistics. We are looking for an event provider to support with the logistical elements such as:

- Providing a venue with strong sustainability credentials in the chosen location that is fit for hybrid events.
- Securing staffing and catering for the event.
- Processing and managing international payments.
- Sourcing and procuring local service providers through their own networks.
- Producing and executing a marketing plan in collaboration with the Better Cotton Team.
- Providing a technical team to manage the hybrid delivery on site.
- Managing the live event platform during event delivery.
- Supporting the Communications and Events Team at Better Cotton and working from an agreed critical path of milestones and deadlines.
- Providing guidance and support to ensure the event is carbon neutral and sustainable initiatives are researched and implemented.

The scope of this collaboration is wide-ranging for the purpose of this request for proposal, however, our priority is to source an exciting hosting venue, and we will redefine and adapt our brief to suit the skills and expertise offered by the final selected provider.

In addition to skills, competencies and expertise, we will consider value for money and demonstrable commitment to the sustainability field to evaluate applications.

## High-level Timeline

<b>Friday 31 March</b>	All applications must be submitted via this <a href="#">link</a>
<b>3 – 15 April</b>	Applications review & shortlisting / Interviews

<b>5 May</b>	The successful applicant will be notified  Unsuccessful <u>shortlisted</u> applicants will also be notified
<b>May 2023</b>	<b>Start of the consultancy</b>
<b>June 2024</b>	Event delivered.
<b>By end of July 2024</b>	Finalise post event tasks and end contract.

## Required Skills & Knowledge

<b>Skills, Knowledge and Experience</b>
<i>Essential</i>
Available to work with Better Cotton to deliver the conference in June 2024 and support planning in the 6 months prior.
5 years' experience in international event planning and delivery with portfolio and references to demonstrate.
Well-established in their location with valuable relationships with local suppliers.
Registered in the chosen country and financially experienced in handling international payments and VAT.
Able to provide an event venue fit for purpose to host up to 300 attendees in-person and 1000+ globally online, delivering a high-quality hybrid conference experience.
Ability to communicate globally with a team operating across different time zones – mainly from Geneva and London.
Highly knowledgeable in event industry trends and how the sector has evolved over the last 2-3 years.
Fluent English: Better Cotton's language of operation is English
<i>Optional</i>
The ability to support in content planning and speaker management including curating sessions, providing technical rehearsals for speakers and training for those that need it.
Experience in collaborating with sustainability focused organisations.
Knowledge in sustainable initiatives within events and experience of implementation.
Expertise in producing and executing event marketing plans with analysis and recommendations.

## Application Requirements

Proposals responding to this Request for Proposals should be a maximum of 2 pages and include the following:

- Overview of relevant event experience specific to this project.
- Proposed methodology and timeline.
- Detailed and transparent budget, preferably in EUROS, including time allocation and day rates.

We thank all applicants for their interest; however only shortlisted applicants will be contacted.

Event Provider  
Applications deadline: 31 March 2023



Better Cotton is committed to good practice and transparency in the management of natural, human and financial resources. All applications will be reviewed under the principles and subject to Better Cotton's policies on equal opportunity, non-discrimination, anti-bribery & corruption and conflict of interest.