

Request for Proposals Event Provider 2025

RFP n#: 2024-4-CM-BCCONFERENCE
Location: Mexico, Vietnam,
Spain, Sri Lanka, Egypt, and
Portugal
Start date: July 2024
End date: August 2025



Better Cotton key contact:
Naomi Ho
Communications Team

All applications must be submitted via [this form](#).

You may submit questions to tender@bettercotton.org - RFP n# 2024-4-CM-BCCONFERENCE" until 14th May 2024.

Questions, requests and applications sent after the deadline (17th May 2024) 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

Background

Better Cotton's Communications Team is looking to source an Event Partner to support the delivery of the Better Cotton Conference 2025. We are specifically looking for individuals and organisations with extensive experience in hybrid conference planning and delivery. The event provider will be a local event specialist operating in any of the following countries; Mexico, Vietnam, Spain or Sri Lanka. The chosen service provider would be 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.

They will work extensively with the Communications and Events Team at Better Cotton, in securing of a venue, planning, event delivery and post-event work.

Scope of Work

This is a large-scale project that requires work in multiple areas, therefore the planning of the conference is managed in a split of content planning and logistics. The provider will support with 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.

We will review applications to vet prospective suppliers and personal data will be stored in accordance with GDPR regulations.

We welcome global applications, as our main priority is to source an exciting event venue that fits our needs. In addition to skills, competencies and expertise, we will consider value for money and demonstrable commitment to the sustainability field when evaluating applications.

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 2023 [here](#).

High-level Timeline

17 May 2024	All applications must be submitted via this form .
17 May to 28 May 2024	Applications review & shortlisting / Interviews
By 1st July 2024	The successful applicant will be notified Unsuccessful <u>shortlisted</u> applicants will also be notified
By July 2024	Start of the consultancy
By July 2024	Securing a venue

By January 2025 - June 2025	Planning
By June 2025	Delivery and post event
By August 2025	Final report

Required Skills & Knowledge

Skills, Knowledge and Experience
<i>Essential</i>
Available to work with Better Cotton to deliver the conference in June 2025 and support planning in the months prior.
Well-established in their location with valuable relationships with local suppliers.
5 years of experience in international event planning and delivery with portfolio and references to demonstrate.
Registered in 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 1,000+ globally online, delivering a high-quality hybrid experience.
Ability to communicate globally with a team operating across 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>
Knowledge in sustainable initiatives within events and experience with implementation.

Application Requirements

Proposals responding to this Request for Proposal should 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.

Company Information	<ul style="list-style-type: none"> • Full Legal Name • Address • Website • Background • Vision and Mission • Contact person & email address • Telephone number
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Experience	Overview of relevant event experience and previous assignments specific to this project.
Certifications & Credentials	What certifications and/or credentials do you have? How do these relate to your area of work?
Technical Skills	What relevant skills and expertise do you have ? What methodologies have you used in past projects/assignments?
Fees	Tell us about your fee structure and what it includes: <ul style="list-style-type: none"> • Daily rate / per head (if applicable) • Fees per specific tasks/deliverables • Detailed and transparent budget, preferably in EUROS
Company Commitments	What policies do you have in place (as applicable) on sustainability, inclusion and decent work?

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

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.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Technical Evaluation Criteria

- Demonstrated understanding of this RFP
- Quality and clarity of the proposed approach and methodology
- Feasibility of the proposed activity plan and timeline, and appropriateness of time allocated to delivering each task
- Relevant professional experience of the proposed consultant(s)
- Quality and relevance of the sample work submitted

Financial Evaluation Criteria

- Quality and clarity of budget provided, and level of detail included
- Alignment of the budget to the activity timeline detailed in the technical proposal
- Value for money
- Adherence to the available budget