

**WEConnect International
Request for Proposals
International Day
December 14. 2021**

Background

WEConnect International is seeking proposals for the provision event management leadership and coordination of the global annual event WEConnect International Day.

About WEConnect International

WEConnect International is a member-led, global non-profit that brings motivated, large corporate, multilateral and government buyers together with qualified women-owned suppliers around the world. It works with more than 130 multinational buyers, with over \$1 trillion in combined annual purchasing power, that have committed to sourcing more products and services from women-owned businesses based in over 130 countries. WEConnect International identifies, educates, registers and certifies women's business enterprises based outside of the U.S. that are at least 51% owned, managed and controlled by one or more women.

Event Description

Contractor shall provide event leadership and management for the 2022 WEConnect International Day on June 21st. It will cover all time zones and engage and attract member buyers and women-owned suppliers in 130 countries. Attendance is expected to be 200-300 participants.

This is an 18-hour event in multiple time zones for member buyers and women-owned businesses. This event will be virtual to ensure that the largest group of attendees have access. This event has been an annual event for 10 years. The event will be delivered through the Hubilo platform and will have a contractor accountable for the technical execution of the event and providing technical support to users – internal and external. There will be a combination of live and recorded sessions.

This event also includes an awards program which will be managed by internal resources, but which needs to be coordinated as part of this event.

Scope of Work

Event Management Activities

Planning

- Full accountability for the execution of the entire event
- Provide leadership to develop the theme and agenda with the Chief Marketing Officer, VP Membership and Regional Directors
- Provide project coordination and manage technical event coordination support using the Hubilo platform. Platform and event coordination contracted separately and already identified. Translations will be provided through technical support vendor
- Coordinating with internal organization and technical event coordination vendor to establish and manage a) event agenda; b) project management schedule and workplan; c) staffing plan and task teams; d) video production schedule; e) run of show. Note, video production will be responsibility of technical event coordination vendor and internal staff.
- Set up and facilitate meetings, distribute meeting minutes, ensure resources are assigned for all workstreams and resolve issues, or, if not able to resolve, escalate them.
- Help identify speakers, MC(s) and trainers for sessions, working with internal staff, and prepare and manage speakers and trainers
- Work with technical event coordination support to set up ticketing according to pricing agreed with internal staff, partner discount codes and to set up booths that are provided as a benefit to select ticket holders
- Write and deliver communications: a) promotional event communications for ticket sales to member buyers and women-owned businesses; b) communications to ticket holders pre-event, during event and post-event; c) communications to speakers and trainers; d) internal communications to task teams (excludes blogs, press releases or other structured writing needs). Graphic production will be provided by existing contract position
- Respond to communications from member buyers, women-owned businesses, ticket holders, speakers, and trainers to answer questions and provide necessary instructions
- Support Awards team to prominently feature the videos award winners and awards sponsors at the event
- Provide administrative support to the awards team to include organizing all the applications, corresponding with the applicants, getting the scoring sheets ready, collating the jury rankings, and all other coordination activities leading up to decision of the award winners
- Keep internal team briefed weekly or as frequently as needed
- Manage budget

Day of Event

- Run dress rehearsal
- Provide oversight for day of event, which is made up of multiple sessions in multiple time zones and in multiple languages. This includes ensuring virtual

platform and translations are working correctly by working with the technical vendor, coordinating with monitoring and evaluation team, develop and administer event feedback survey

- Conduct a review with internal staff and technical event coordination support; write up short event report, including lessons learned and recommendations

Submission Requirements

Please submit the following by January 7th, 2022, to marketing@weconnectinternational.org

- Company experience in providing global, virtual event management leadership
- Specific experience in providing event leadership and management in multiple time zones and across multiple countries simultaneously
- Excellent communication skills
- Experience with agenda topics, networks and corporations focused on gender inclusive sourcing
- Fixed - fee proposal, add-on recommendations acceptable