



# Request for Proposals for an Events and Special Projects Coordinator

**Issued by:**

**Caribbean Tourism Organization  
7<sup>th</sup> Floor, Baobab Tower, Warrens, St. Michael  
Barbados, West Indies**

**BID SUBMISSION DEADLINE  
27<sup>TH</sup> February 2024 | 4:00 p.m. AST**

## 1. General

Electronic bid submissions, addressed to Dona Regis-Prosper, Secretary General and Chief Executive Officer, for an Events and Special Projects Coordinator, will be received until **27<sup>th</sup> February 2024 at 4:00 p.m. (AST)**. The electronic copy of the Proposal shall be submitted to Dona Regis-Prosper at [DRegis-Prosper@caribtourism.com](mailto:DRegis-Prosper@caribtourism.com) and copied to [msealy@caribtourism.com](mailto:msealy@caribtourism.com). The contractual engagement will be for a period of twelve (12) months. Only shortlisted candidates will be contacted.

## 2. Background

The Caribbean Tourism Organization (CTO), which is headquartered in Barbados, is the Caribbean's tourism development agency comprising membership of the region's finest countries and territories, including Dutch, English, French and Spanish-speaking, as well as a myriad of private sector allied members. The CTO's vision is to position the Caribbean as the most desirable, year-round, warm weather destination, and its purpose is Leading Sustainable Tourism - One Sea, One Voice, One Caribbean. The CTO has as its current mandate "to provide to and through its members innovative products and services integral to the development of sustainable tourism for the economic and social benefit of the Caribbean."

Key areas of focus for the CTO, among others, are industry engagement with its membership and tourism stakeholders, technical capacity building, and market engagement in North America and UK/Europe, along with emerging markets. Thus, the CTO aims to provide opportunities to its membership that will support regional tourism sector engagement and development as well as aid and promote the growth and visibility of CTO and its members in source and emerging markets to maximize the Return on Investment (ROI). As a result, the CTO has decided to engage an Events and Special Projects Coordinator to facilitate and lead events and special projects, as directed by the CTO and as they relate to the overall strategies for market growth, member and industry engagement and technical capacity building. Generally, there are approximately five (5) major events hosted by the CTO annually. In addition, there would be an average of ten (10) partner events in support of market development and industry engagement.

## 3. Request for Proposals - Bid Terms and Conditions

The purpose of this Request for Proposals ("RFP") is to solicit bids from individuals and/or firms interested in serving as Events and Special Projects Coordinator to the CTO. Reporting to the Secretary General and Chief Executive Officer, who is based at CTO's Headquarters located in Warrens, St. Michael, Barbados, the Events and Special Projects Coordinator will provide the Organization with Services related to the planning, coordination and execution of events and special projects and activities, on a contractual basis, and carry out the work set out by the Organization. The full scope of expected services is found in Section 4. below. The contractual engagement will commence as of **1<sup>st</sup> April 2024**, or such other date as is mutually agreed upon by the parties.

- a) For purposes of this document, any party who submits a bid in response to this RFP shall be referred to as “Bidder” and any materials submitted in response to this RFP shall be referred to as a “Proposal.”
- b) For the purposes of this document, any party who submits a query to this RFP shall be referred to as “Respondent.”
- c) For the purposes of this document, the party who submits the successful bid shall be referred as “Contractor.”
- d) The Caribbean Tourism Organization (CTO) is not liable for any costs or expenses incurred by a Bidder or any other person or entity in the preparation of their Proposal.
- e) The CTO reserves the right to reject any or all Proposals received from Bidders as a result of this RFP, if it is in the best interest of the CTO, as determined solely by the CTO. In determining which Proposal is best, the CTO will take into consideration the bid price and the experience, qualifications, references, responsibility, and current availability of the Bidder to perform the Services. The CTO reserves the right to cancel the award of the contract at any time prior to execution of the Contract without liability on the part of the Organization. The CTO is not obligated to accept the lowest bid.
- f) This RFP may be sent as a courtesy to known interested individuals and firms. The receipt of this RFP from the CTO in no way implies that the recipient is a qualified bidder.
- g) Any Proposal submitted to the CTO is confidential. All materials submitted become the property of the CTO.
- h) If it becomes necessary to revise any part of this RFP, an addendum will be provided to all Respondents or Bidders who responded to the original RFP.
- i) To be considered, the Bidder’s Proposal must be complete and, in the format indicated in this RFP, and delivered by the date and time indicated in this RFP. Bidders will not be given an opportunity to change any part of a Proposal after submission. A Bidder may submit only one (1) proposal for the Contract.
- j) From the issue date of this RFP until a determination is made regarding the qualification of Bidders, all communication with the CTO concerning this RFP must be made to the Secretary General and Chief Executive Officer at [DRegis-Prosper@caribtourism.com](mailto:DRegis-Prosper@caribtourism.com) and copied to [msealy@caribtourism.com](mailto:msealy@caribtourism.com). All questions about the meanings or intent, discrepancies or omissions of the RFP shall be submitted in writing by **19<sup>th</sup> February 2024**. Replies to these inquires shall be made in writing by **21<sup>st</sup> February 2024**. No queries will be accepted beyond the response date of 21<sup>st</sup> February 2024.

The written responses become part of the RFP and will be provided to each Bidder who has received a Bid Package.

- k) The Bidder shall obtain any license or permit required by law to undertake the work as described in the Contract Documents.
- l) Documents to be submitted are outlined below under the section 'Bidder's Proposal'.
- m) After procurement of the Contractor, the individual/firm will initiate work on 1<sup>st</sup> April 2024, or such other date as is mutually agreed upon by the parties.

#### **4. Scope of Work**

- i. Plan, coordinate and execute CTO and industry partner events as per the CTO approved Calendar of Events. This includes the coordination of event logistics, teams, speakers, presenters, governmental agencies, members, host country representatives and contracted vendors/service providers, in addition to onsite supervision during the said events.
- ii. Maintain knowledge of the most up to date trends for effective event planning and execution.
- iii. Plan and execute special events related projects as may be determined by the CTO from time to time.
- iv. Prepare event management and project execution plans for review and approval by CTO.
- v. Suggest innovative ways to enhance the CTO events as well as partner/industry events, increasing ROI for participants.
- vi. Work closely with CTO's Management Team and Communications Consultant to develop content for event materials and support event related communications activities, pre and post events.
- vii. Work closely with CTO's Finance team to manage approved special events budget and for overall financial management. While executing these activities, the Contractor will ensure that they are all done in a cost-effective manner and in keeping with CTO financial management policies.
- viii. Work closely with CTO on matters related to membership outreach and attendee participation, pre and post events.
- ix. Handle day-to-day administration of events and special projects, including order placements, Banquet Event Order (BEO) reviews, vendor monitoring, travel planning, attendee participation, registration counts, RSVP tracking, and issues resolution.

- x. Source sponsorship and promotional giveaways for the CTO/Caribbean brand to support the various events.
- xi. Follow-up with monitoring/assessing special events and projects in real time and make recommendations to effect changes and improvements for future events and opportunities.
- xii. Create a database of event participants and communication plan post events.
- xiii. Facilitate team debriefing and completion of post event documentation and complete monthly, quarterly, and yearly reporting submissions and processes.

## 5. Evaluation Criteria

The successful bidder will have to demonstrate experience in the areas highlighted above and satisfy the academic qualifications, training experiences and competency requirements outlined below. In addition, the bidder must present the following for the consideration of the review panel:

A Proposal which includes:

- a. A Table of Contents
- b. A Motivation Statement that clearly details what motivated them to respond to this RFP.
- c. A Brief that provides:
  - An understanding of the scope of work to be undertaken and a description of the approaches to be taken and methodologies to be used with respect to the scope of work and expected deliverables.
  - A description of the Contractor's knowledge of and experience in the tourism sector, event planning, and project management at the regional and global levels.
- d. A Résumé or Corporate Profile, clearly reflecting qualifications and experience. It should also outline the value the Bidder's particular experience and expertise can bring to the CTO. (*\*Firms must submit the résumés of all persons who will support this engagement and their relevant work experience.*)
- e. A list of References for whom the Contractor has done work of a similar nature.
- f. Budget - The Contractor is required to provide the best quote for the work to be undertaken. If any travel is deemed necessary, it will be taken care of as separate and apart from the budget the Contractor submits.
- g. Event Coordination Portfolio – Your portfolio should include examples of events and/or special projects that you have planned, coordinated and/or executed, either as an employee or freelancer or a volunteer. It should also include a brief description of the events, your role and responsibilities, goals and outcomes. This can be done in the form of written text or a video.

## **6. Assignment and Planning of Work**

The Contractor will receive projects from the Secretary General or designated CTO Officer and will plan, coordinate and execute events, projects and activities within the scope of the responsibilities and under the supervision of the Office of the Secretary General or designated Officer.

The Contractor will plan and organize his/her schedule, being able to meet deadlines with ease, and must possess a high level of integrity, professional maturity, and sound judgment.

## **7. Qualifications, Experience and Technical Competencies**

The CTO Events and Special Projects Coordinator should have the following qualifications, experience, technical competencies, and knowledge. (*\*For firms, the qualifications, experience and skills of the key representative(s) that would be assigned to the CTO, along with their professional profile(s), must be submitted.*)

### **Qualifications**

- A minimum of a bachelor's degree in marketing (or a related discipline). Additional training in event planning/event marketing, budgeting, project management and business administration would be an asset.

### **Experience**

- 5+ years' experience in the planning of community, national and international events, conferences, and training workshops
- 5+ years' experience in marketing and travel related fields
- Proven experience in planning and staging marketing related activities in a dynamic marketing environment
- Demonstrated experience planning and managing large and small high-quality events
- Proven experience in development of sponsorship proposals and attracting significant events sponsorship
- Innovative/creative event planning and management
- Ability to work in a highly collaborative team setting
- Ability to remain calm under pressure and maintain a customer-service mindset
- Ability to exercise good judgment and discretion in handling sensitive matters

### **Technical Competencies and Knowledge**

- Excellent Computer skills, including Microsoft Word, Excel and PowerPoint, and proficiency with project management software programmes
- Excellent interpersonal and customer service skills
- Solid presentation skills
- Strong organization and administrative skills, with a keen sense of urgency and prioritization to facilitate handling of several projects simultaneously with ease

- Must be familiar with all aspects of the Caribbean’s tourism product, as well as the business environment
- Creative/ idea generation and execution
- Managing multiple people – as is the case with planning events
- Managing budgets and tracking expenses
- Solid contract development skills
- Strong Report and Proposal writing skills
- Articulate, with excellent command of written English
- Excellent negotiating and multi-tasking skills

Primary importance will be placed on the Contractor’s ability to interact with and gain the confidence of national, regional and international stakeholders.

The selected individual/firm is required to possess the minimum competency requirements listed above.

## 8. Bidder’s Proposal

**Required Materials** - The Bidder must submit a proposal in a PDF format which includes the following:

- a) Résumé or Corporate Profile (defined on page 4 of this document)
- b) Motivation Statement (defined on page 4 of this document)
- c) Brief (defined on page 4 of this document)
- d) Budget (defined on page 4 of this document)
- e) Event Coordinator Portfolio (defined on page 4 of this document)
- f) Acknowledgement that the Bidder agrees to be responsible for arranging insurance to cover illness, accidents, medical care, damage to property, vehicles, equipment, etc. The CTO shall not undertake any responsibility in respect of any life, health, accident, and other insurance cover for the Contractor.
- g) List at least three (3) professional references.

**Format** - The Proposal shall satisfy the following formatting requirements:

- The Proposal shall not exceed more than 1,500 words, excluding résumé or corporate profile, references, events coordination portfolio and acknowledgement of own insurance.
- The Proposal should be organized in the order in which the requirements are presented in this RFP and should clearly indicate the section of the RFP that is being addressed.
- The Proposal shall include all of the required information indicated herein. Failure to submit all required information may result in a request for prompt

submission of missing information, giving a lowered evaluation of the Proposal, or rejection of the Proposal.

## **9. Submission Requirements**

The Proposals must be submitted no later than:

- **Date:** 27<sup>th</sup> February 2024
- **Time:** 4:00 p.m. Atlantic Standard Time (AST)

The Proposal submission is by **Electronic Submission Only** with a total email size not exceeding 5MB. Submissions should be sent to [DRegis-Prosper@caribtourism.com](mailto:DRegis-Prosper@caribtourism.com) and copied to [msealy@caribtourism.com](mailto:msealy@caribtourism.com)

Note: Only shortlisted candidates will be contacted.