



WSAVA

Global Veterinary Community

World Small Animal Veterinary Association Request for Proposal for the Appointment of a Professional Congress Organizer

The WSAVA is pleased to invite your organization to tender for the appointment as Professional Congress Organizer (PCO). The following information is provided to assist you with the preparation of a proposal for the Congress Steering Committee to consider.

Overview of Our Organization

The World Small Animal Veterinary Association (WSAVA) is an association of associations. Its membership is made up of veterinary organizations from all over the world, which are concerned with companion animals. Currently there are 101 member and affiliate associations, representing approximately 200,000 individual veterinarians from around the globe. Our aim is "to advance the health and welfare of companion animals worldwide through an educated, committed and collaborative global community of veterinary peers." We are a not-for-profit organization registered in Canada.

Congress

The WSAVA World Congress is an internationally recognized veterinary Congress with a scientific program of the highest standard produced in alternating regions and which reflects both local culture and veterinary diversity.

WSAVA has an established reputation and broad networks within the global veterinary community. The Congress is an important component of the WSAVA mission to facilitate ongoing continuing education and development in the region in which it is held.

WSAVA Expectations for The Annual Congress

- To improve the education of WSAVA member veterinarians
- To further the aims of the WSAVA
- To strengthen the economic foundation of the WSAVA
- To provide a forum for networking between members of the WSAVA associations
- To provide advantages for veterinarians in the region in which the Congress is hosted, through Outreach and Continuing Education programmes.
- To engage our individual members by directly communicating the message that they are part of our global veterinary community.
- To promote the WSAVA brand
- To distribute WSAVA guidelines on all of our global projects (Animal Welfare, Pain Management, Nutrition, One Health for professionals engaging with medical disease for animals and humans eg Rabies)

Congress Governance

The Congress Liaison Officer (CLO) is the WSAVA Executive Board member primarily responsible for the Congress. The task of the CLO is to facilitate communication between the Local Host Committee, the PCO and the WSAVA Executive Board. The CLO is the end-responsible person for the Congress, and is the primary liaison to the PCO. The CLO is mandated to inform and seek advice from the PCO, the Congress Steering Committee and the Executive Board as necessary.

Congress Steering Committee (CSC) has a specific brief to oversee the future development of the annual World Congress to ensure that it meets the aspirations in terms of thought leadership, scientific content, organization and branding. It provides an overview reviewing and defining change in the WSAVA Congresses. The CSC works in an advisory capacity with the CLO and the PCO. The CSC is charged with providing an evaluation report on the performance of the PCO after the close of each Congress and is instrumental in the call for RFPs.

Local Host Committee (LHC) provides all relevant local information, knowledge and networks for the Congress in their region and provide ideas that make the WSAVA Congress stand apart and reflect the unique culture of their country. Reporting to the CLO, they endeavour to create a friendly environment for veterinary professionals to meet each other and facilitate regional networks.

The LHC provides suggestions for:

- Social programs
- Social Media initiatives
- Food and Beverage expectations for local delegates
- Region specific standard registration fees
- Potential local exhibitors
- Contacts with local convention support and relevant government agencies.
- Highlighting the educational needs of veterinarians in their region
- The LHC members also act as booth personnel at selected Congresses

The LHC together with the CLO is involved in all aspects of the development and running of the Congress based on an overall work plan and reporting grid.

Scientific Programme Committee (SPC) is charged with developing the overall format and scientific program content for Congress. This will be in line with the determined WSAVA Congress brand promise and tailored as much as possible to the needs of the region, while staying attractive to potential global delegates and stakeholders.

Executive Board (EB) maintains the overall integrity of the WSAVA Congress. It provides a consultative check and balance system to the various committees charged with delivering the Congress.

Congress Format

The WSAVA Congress is held in a different member association's country every year. The venues are distributed equitably around the World and are decided by the WSAVA Assembly. The official language of the Congress is English.

The World Congress is held annually in each of the three listed areas in turn:

1. Europe/Middle East/Africa
2. Asia/Oceania
3. The Americas

The 2021 World Congress will be held in Asia/Oceania

WSAVA Congress Sites

- 2011 Jeju, S Korea
- 2012 Birmingham, UK
- 2013 Auckland, New Zealand
- 2014 Cape Town, S Africa
- 2015 Bangkok, Thailand
- 2016 Cartagena, Colombia
- 2017 Copenhagen, Denmark
- 2018 Singapore
- 2019 Toronto, Canada

1. BRIEF HISTORY OF THE CONGRESS

- An annual event, the preferred month is September
- Congress is held over 4 days
- WSAVA 2015 – 2,613 delegates. Total sponsorship/exhibition income - \$1,034,778
- WSAVA 2016 – 2,622 delegates. Total sponsorship/exhibition income - \$1,169,136
- Registration at 2015 Congress, Bangkok - [Table of Fees](#)
- Registration at 2016 Congress, Cartagena - [Table of fees](#)
- Size of exhibition sold space: 1,113 sqm
- Price per m2 sold at 2017 Congress: €750 for space, €800 for shell
- Sponsorship range achieved at 2016 Congress – [Exhibition and Sponsorship prospectus](#)
- 157 abstracts in 2016
- 11 parallel sessions per day
- No. of social events – Opening & Closing Ceremony, Presidents Reception, Gala Dinner & Fun(d) Run

2. EXPECTED ATTENDANCE

The Congress expects to attract between 2,000 and 2,500 delegates, 35 accompanying persons and 350 exhibitors based on past attendances. Final numbers include delegates from these categories: students, nurses, technicians, developing countries, complimentary and invited guests.

3. CONGRESS FORMAT

Although the Congress format may change from year to year, the following may be used as a guideline for initial planning purposes:

- 4 days of Congress
- 4 days of exhibition
- 1-2 build-up days provisionally booked
- Usual format of the programme to include:
 - Pre-congress day (Industry sessions)
 - 80 Scientific sessions
 - 20 Workshops
 - Proposed social functions e.g. Welcome Reception, Opening Ceremony, Gala Dinner and other functions if required. These are arranged in close association with the LHC
- Annual General Meeting (Meeting of the WSAVA Assembly)
- Members Forum
- Sponsors meeting
- Committee Forum
- Press conference
- 15 -20 Association related small meetings

4. SERVICES TO BE PROVIDED

The PCO is invited to tender for the provision of the following services. The list is not necessarily exhaustive and Tenderers are welcome to incorporate additional services as they believe would be required for the successful organization of the Congress.

The list is intended to be indicative of the responsibilities of the PCO as envisaged by the Congress Steering Committee at this point in time. Tenderers should indicate their ability to provide the areas of service or indicate that it is not a role that they would undertake. Where the Tenderer would sub-contract any such role this must be clearly stated.

1. Abstract Handling
 - Call for abstracts
 - Deadline management
 - On-line abstract handling
 - Coordination of abstract review process
 - Production of an abstract publication

2. Speaker / Programme Management
 - Co-ordination of the speakers
 - Room planning of the sessions
 - Overall logistics related to the contents of the Congress programme
 - Production of a programme overview

3. Marketing & Promotion
 - Development and execution of an international Congress marketing & promotion strategy internationally
 - Determine the brand promise of the future Congresses and unique selling proposition in relation to competing Small Animal Health Care Congresses.
 - Production of the various announcements and brochures and other promotional material
 - Dispatch and distribution of appropriate materials to national and international Congresses on related subjects.
 - Representation of the event to potential participants, sponsors or other stake holders

4. Budgeting
 - Drafting and managing of the Congress budget
 - Provide a clear, detailed, timely budget to the LHC for the planning of social programmes and all other responsibilities of the LHC

5. Financial Management
 - Management of bank accounts, cash flow, taxes, preparation of accounts
 - Invoicing and payments for all contractors, third parties, sponsors and exhibitors

6. Exhibition
 - Selection of flexible exhibition space
 - Preparation of exhibitor guidelines and exhibition floor plans
 - Sales and allocation of booth spaces in co-operation with the local veterinary organization where appropriate
 - Co-ordination of set-up and dismantling of the exhibition

7. Sponsorship
 - Identification and development of sponsorship opportunities and guidelines
 - Sales and marketing of sponsorship opportunities to potential sponsors
 - Relationship management – direct and consistent contact with the animal health industry and other sponsors.

8. Registration for Congress attendees
 - Maintain and administer a secure on-line registration portal
 - Paper registration where necessary
 - On-site registration
 - Collection of fees
 - Statistical reports on registration numbers, country breakdowns etc.

9. On-site Management
 - Appointment of a team with experienced project manager and staff to conduct the smooth running of the event.
 - Selection, contracting and co-ordination of supplier services required
 - On-site management of the event
 - On-site management of staff and volunteers

10. Congress Materials and Print
 - Design and production of any and all Congress supplies such as programmes, badges, bags, abstract books and invitations

11. Venue
 - Prepare a report on selection of the Congress venue
 - Provide expert advice on suitability of venue and location
 - Negotiation of the contract with venue management company
 - Lecture & Meeting room allocation according to needs of the Congress
 - Provision of technical equipment, including audiovisual equipment, flags, decorations, signage etc.
 - Provision of internet access point for Congress delegates.

12. Hotel Reservation / Accommodation
 - Hotel block-bookings to include a range of price categories including budget/ student accommodation options
 - Allocation of hotel rooms to speakers, VIP's, WSAVA officers, individual participants and/or groups
 - Manage payments
 - Management of modifications (room block releases etc.)

13. Social Programme
 - Management of social programme activities in liaison with the Local Host Committee
 - WSAVA Foundation Fun(d) Run
 - Opening & closing ceremony
 - Post Congress finale as appropriate and if sponsored
 - Awards
 - Assembly meetings
 - Coffee breaks, lunches and refreshments as needed.

14. Tours
 - Propose pre- and post-Congress events
 - Sales and management of accompanying participants programme

15. Transport
 - Scheduling and management:
 - Airport meet and greet, VIP cars
 - Airport transfers
 - Hotel-Congress centre shuttles
 - Public transport tickets

16. General Requirements
 - An undertaking to work with all representatives of the WSAVA; to include the Congress Liaison Officer, Congress Steering Committee, Executive Board, Local Host Committee, Scientific Programme Committee and Secretariat.
 - Be directly responsible for all aspects of the organization of the Congress
 - Assist interested WSAVA Member Associations in writing and submitting their bids to host the Congress

17. Administration

Management and co-ordination of all administrative matters relating to the Congress
Reporting and adhering to agreed deadlines.

18. Post Congress

Produce evaluation report on Congress and collate survey results.

Make recommendations on trends, future formats and development/improvement of the Congress.

For a full list of services required see Appendix A

5. CONDITIONS OF APPOINTMENT OF A PCO

The successful Tenderer shall, as a minimum, be capable of providing professional Congress managerial services for the Congress to international standards and best practice. The Tenderer should demonstrate their ability to provide the following:

- A.** Ability – Tenderers are required to demonstrate their ability to provide the required services as detailed in the ‘Services to be Provided’ above.
- B.** Financial viability - Tenderers are required to demonstrate their financial credibility and proof may be requested.
- C.** Proven track record - Tenderers are required to demonstrate their experience as a PCO by providing information on meetings they have managed - especially meetings of a similar size and complexity.
- D.** References - Tenderers are required to submit contact information for at least three referees who will be contacted by representatives of the Congress Steering Committee. Details required are name, contact information, meeting with which they were/are associated and position in relation to the organising of that meeting. Additional letters of reference may also be attached.
- E.** Staffing - Tenderers are required to give an overview of their infrastructure including staffing, experience and accreditation.
- F.** On-site staffing - Provide details of the operational team, by department, that will be on-site during the Congress and which personnel are to be hired locally.
- G.** Submit a Work Plan detailing timelines and dedicated staff and their specific responsibilities.
- H.** International Congresses - Demonstrate your experience of Congress management in multiple global locations; citing networks, regional offices and collaboration with local PCOs.
- I.** International Congresses – Explain, how through staffing and other resources, you will manage the language and cultural differences of our different Congress locations.
- J.** Electronic Management – Tenderers should demonstrate their IT capability, capacity and ability to provide electronic facilities in a secure environment.
- K.** Financial Management - Tenderers are required to demonstrate their competence in the area of financial management including qualification of personnel in this respect.
- L.** Fees and Cost Structure - Tenderers are required to clearly set down fees to be charged for services.
- M.** The WSAVA will look to the PCO for guidance on Returns on Investment and therefore knowledge of veterinary Congresses and exhibitions is essential.

- N. Proof of ability to underwrite the WSAVA Congresses during the term of the contract.
- O. Sample sponsorship prospectus for a WSAVA Congress.
- P. Schedule of time lines for the period from which an associations bid is made to completion of their WSAVA Congress.
- Q. KPIs for PCO organising a WSAVA Congress

6. FEES

- General Congress management
- Sponsorship
- Exhibition sales and management
- Scientific programme management
- Registration
- Social events
- Accommodation
- Tours

Tenderers are asked to outline any other charges that may be made, such as mailings, telephone, fax, e-mail, IT, general stationery, additional staff costs etc. Any additional service charges on other budget items should be clearly stated as should the Tenderers policy towards the receiving of commission from suppliers.

Tenderers are not asked to provide a budget to accompany their submission.

7. AWARDING OF CONTRACT

It should be noted that the appointment of the PCO and the awarding of this contract will not depend only upon the fees quoted but should reflect the proven ability of the PCO to have understood the requirements of the Congress and their ability, based on experience, to deliver the event. Any appointment will be subject to successful contract negotiation.

8. TERM OF CONTRACT

The contract will commence in 2018 with the first Congress to be delivered in 2021. This Agreement shall be automatically extended for another two World Congress unless at any time within one hundred and twenty (120) days after either the 2021 and 2022 World Congress, either party has delivered notice providing that the term shall not be so extended. This same notice period applies to a total (max) of 3 congresses including the initial 2021 event. The WSAVA has the right to hold one congress in the term of the contract that can be held without the PCO.

9. CONTRACTING ORGANIZATION

The contracting organization is the WSAVA of 72 Melville Street, Dundas, Ontario, Canada, L9H 2A1

PCO TENDER PROCESS

10. TIME FRAME FOR TENDER PROCESS

Invitation to Tender forwarded to PCO Companies (Tenderers)	25.01.2017
Closing date for tender submission	30.03.2017
Interview of selected Tenderers	16.05.2017
Announcement of decision (subject to contract negotiation)	01.07.2017

11. SUBMISSION OF TENDER DEADLINE

An electronic copy of the document must be emailed by the due date to:

Arpita Bhoose
WSAVA Association Manager
yourwsava@wsava.org

12. ENQUIRIES

More information on the WSAVA Congress protocol and statutory documents may be found [here](#)

- Bidding Guidelines for Local Host Committee
- WSAVA Standard Operating Procedures (SOP) for World Congress Bid
- WSAVA Local Host Committee Standard Operating Procedures
- WSAVA World Congress Aims and Structure

Requests for further information or clarification of requirements may be directed to:

Arpita Bhoose yourwsava@wsava.org

Please note that we reserve the right to advise, at our discretion, all parties issued with a request for proposal, of further information/clarification of tender requirements resulting from any enquiry.

Appendix A

The requested range of services to include:

- Assistance with Congress bids
- Venue research and feasibility
- Advise and consultancy services
- Help in defining objectives
- Guidance on Congress taxation liabilities
- Preliminary outline plan
- Draft income and expenditure budget
- Finance consultancy – pre-finance, sponsorship, exhibitions, loans,
- Registration fees
- Book-keeping
- Control of bank accounts, income and expenditure ledgers
- Venue negotiation
- Organizational structure
- Meetings with organising committees
- Liaison with production companies
- Secretariat and office facilities, including mailing address
- Registration processing systems (both electronically and manually)
- Scientific or technical programme support
- Abstract handling (both electronically and manually)
- Exhibition sales and management
- Web design and management
- Poster sessions
- Speaker liaison
- Marketing and public relations
- Social media and communication
- Venue management
- Press office
- Staffing on site
- Social events
- Liaison with airlines
- Delegate transfers and on-site transportation
- Closure of Congress accounts
- Post-event evaluation
- Design and print (Congress image)
- Electronic information and design
- Gifts and Congress accessories
- Insurance cover
- Food and beverage
- Decor and staging
- On-site services – electronic message systems, signs, security, wifi, lead retrieval
- Audio-visual equipment
- Technical services; interpretation, webcasting, website coordination
- Congress recording
- Translation of Congress documentation
- Videoconferencing
- Accommodation bookings
- Tour programmes