

EMEA Partner Conference 2023

Request for Proposal – AV and Production

Purpose	EMEA Partner Conference 20 – 26 March 2023
Venue	Barcelona Hotel W
Proposed schedule	March 20 – 21: New Partner Conference & dinners March 22: Market groups March 24 – 25: Main conference & dinners March 26: Global Partner meeting

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Recognized for our industry focus, we are strong across all the key industry sectors: financial institutions; energy; infrastructure, mining and commodities; transport; technology and innovation; and life sciences and healthcare. Through our global risk advisory group, we leverage our industry experience with our knowledge of legal, regulatory, compliance and governance issues to provide our clients with practical solutions to the legal and regulatory risks facing their businesses.

Wherever we are, we operate in accordance with our global business principles of quality, unity and integrity. We aim to provide the highest possible standard of legal service in each of our offices and to maintain that level of quality at every point of contact.

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Purpose of RFP

We are looking for an creative events management company to design and manage the technical production, scenic design and dinner environmental elements for our European, Middle East and Asia (EMEA) new partner and partner conference (s) in March 2023. In addition, we would like technical support for a number of side meetings that will be held at the same venue on dates around the main conference.

Proposal Submission

Proposals must be received by no later than the end of the business day on Tuesday 29th November. They should be submitted via email to Kathryn McNerney (Kathryn.McNerney@nortonrosefulbright.com).

There will be an opportunity to ask questions about the RFP on Thursday 17th November . If you have any questions, please email Kathryn McNerney (Kathryn.McNerney@nortonrosefulbright.com) and we will

arrange a time for a call on Thursday 17th to discuss your queries. Any material questions that are received will be responded to via email with copies provided to all of the potential RfP respondents.

Proposals will be evaluated by on 30th November and 01st December and two shortlisted companies will be invited to an **in person presentation discussion at our offices in London Bridge on Monday 05th December**. Virtual presentations can be set up for those unable to attend in person.

We will aim to contact all companies we receive a proposal from during week commencing 05th December, with outcomes and feedback, via email.

Requirements of proposal

Technical production and creative proposals should be based on the criteria outlined below. There is no prescribed format for your response, but please clearly set out the benefits of the proposed conference and dinner designs and include information on costs, materials, finishes and any applicable deadlines and restrictions. You should also include a summary of your previous experience of designing and delivering similar events.

We are aware of the short response timeline for this RfP, however, where possible please also provide mood board, visuals or renders to support your scenic and environmental proposals.

Any proposed suppliers included in submissions will need to meet our [supplier charter](#), a copy attached with the RfP.

Event Context - Why are we holding the EMEA Partner Conference 2023?

It has been nearly four years since the last EMEA Partner conference 2019 (Berlin). The pandemic in the interim and a changing business environment mean that the Partners are keen to reconnect. The Berlin conference was widely considered a success and set a high benchmark for future Partner events. However, the 2023 audience is different to Berlin, with a sizeable number of new partners having joined the firm since 2019.

The EMEA Partner Conference 2023 will provide an opportunity to build trust amongst the Partners – to encourage connectivity and collaborative working practices.

What is the Purpose and desired outcome of the conference?

The Purpose is the restatement and refresh of the priorities and objectives - Where do we go from here? The conference also sits at a key time in the 3 year business plan. The key purpose of the conference is to:

- To reconnect, deepen and re-inforce relationships between partners
- Build trust
- Launch new strategy
- Share collective knowledge
- Engage the partners to drive business forward
- Embed culture and key behaviours
- Inspire next generation
- Ensure that Partners leave feeling the conference has been “worthwhile” and fun

The conference should also drive the following key messages:

- Strong client focus
- Embed and define culture and key behaviours required to launch and deliver strategy
- Encourage engagement – ownership of/helping to shape the strategy and outcomes
- Sense of accountability
- Focus on what the business does well – and what the partners need to do to drive it forwards. Not passengers.
- Be positive and proud of our firm



We want Partners to leave the conference:

- Confident, proud, inspired, connected with a sense of ambition
- Filled with positivity, with a desire to “Step Up”
- With a stronger partner network and deeper connections
- Enthusiastic for the years and client opportunities ahead
- With a clear vision and laser focus of the EMEA roadmap for next 3 years
- With a smile on their face, feeling energised to take action

Detail of conference (s)

<p>Dates, Format(s) and numbers</p>	<p>MCOM meeting – 15 Pax – Monday 20th March 2023</p> <p>New Partner meetings – 30 Pax – Tuesday 21st and Wednesday 22nd March (All Day), Thursday 23rd (AM only)</p> <p>New Partner activity – 30 Pax - Offsite activity to be held on Tuesday afternoon after lunch.</p> <p>New Partner Dinners – 30 Pax - Tuesday 21st and Wednesday 22nd March PM</p> <p>Market Group meeting – 40 Pax – Tuesday 21st and Wednesday 22nd March (All Day)</p> <p>Partner Conference - One large forum (for all EMEA partners – around [360] delegates, plus [20] support staff). Guests to arrive on Thursday 23rd (PM), forum to be hosted over Friday 24th and Saturday 25th, with guests departing on Sunday.</p> <p>Partner conference breakout rooms – 10 x breakout rooms for use during the Partner conference.</p> <p>Partner conference afternoon activity - Offsite activity(ies) to be held on Saturday afternoon after lunch.</p> <p>Partner conference dinners - 360 Pax – Friday 24th March and Saturday 25th March.</p> <p>Global Partner Meeting – 20 Pax – Sunday 26th March (AM Only)</p>
<p>Location(s)</p>	<p>All meetings between Monday 20th and Sunday 26th March will take place at the Hotel W, Barcelona</p> <p>The venues for the New Partner and Partner Dinners are TBC</p>
<p>Site visit</p>	<p>A site visit will be arrange during the w/c 12th December 2022 to view the conference hotel and dinner venues</p>
<p>AV requirements</p>	<p>See AV breakdown below.</p>
<p>Dinner</p>	<p>The will be 4 dinners in total – dates outlined above. All dinners will be offsite and will require technical and environmental production (dressing).</p>
<p>Offsite activities</p>	<p>Offsite afternoon activities will be managed by a 3rd party provider and do not need to be included as part of this RFP.</p>

Draft Agenda:

	MONDAY 20 MARCH	TUESDAY 21 MARCH	WEDNESDAY 22 MARCH	THURSDAY 23 MARCH	FRIDAY 24 MARCH	SATURDAY 25 MARCH	SUNDAY 26 MARCH
AM	MCOM Meeting - 15 Pax	1. New Partner Meeting - 25 – 30 Pax 2. Market Group Meeting - 40 Pax	1. New Partner Meeting - 25 – 30 Pax 2. Market Group Meeting - 40 Pax	Conference Set Build / Load in from 10AM 1. New Partner Meeting - 25 – 30 Pax 2. Market Group Meeting - 40 Pax	FULL DAY MEETING 	FULL DAY MEETING 	Partner Group depart Global Partner Meeting 20 Pax
LUNCH	MCOM Lunch 15 Pax	1. New Partner Lunch – 25 – 30 Pax 2. Market Group Lunch – 40 Pax	1. New Partner Lunch – 25 – 30 Pax 2. Market Group Lunch – 40 Pax	Partner Group Arrive			
PM	MCOM Meeting - 15 Pax	Afternoon activity					GROUP DEPART

Evening		TBC Dinner / Activity 'playback'	TBC Dinner	DINNER/DRINKS RECEPTION AT HOTEL FOR 330	OFF SITE DINNER	OFFSITE DINNER STRIKE DOWN	
Extra Meeting Rooms	Up to 10 x Breakout Rooms	BREAKOUTS VARYING SIZES 20 - 50 PAX					

MCOM Meeting – 15 Pax – Monday 20th March 2023

All day Boardroom meeting to include the following equipment:

- 1 x Large LED screen
- 1 x Laptop for PowerPoint and Teams
- 1 x Freestanding Webcam for two way Teams video
- 1 x PA system with table mics to allow 2 way Teams audio
- Technician for set up, operation and de rig

New Partner Events:

New Partner Conference – 30 Pax – Tuesday 21st and Wednesday 22nd March (All Day), Thursday 23rd (AM only)

All day theatre style meeting to include the following equipment and staging:

- 2 x large LED screens on stands to left and right of stage
- 1 x Laptop for PowerPoint and Teams
- 1 x Freestanding Webcam for two way Teams video
- 1 x PA system with lapel and handheld mics
- 1 x Switcher to allow web based voting results to be show on screen and Team virtual presenters
- Technicians for set up, operation and de rig
- 1 Printed backdrop with carpeted stage
- 5 x chairs and coffee tables
- 1 x lectern

New Partner Activity – 30 Pax – Tuesday 21st March

We have engaged a 3rd party provider to organise an offsite activity for the group on the afternoon of Tuesday 21st March. This activity does not need to be included in the RfP, however there is a requirement for AV equipment at the first New Partner dinner to show the output from this activity.

New Partner Dinners – 50 Pax - Tuesday 21st and Wednesday 22nd March (PM)

Final details and the location of the two New Partners dinners are still being confirmed. Please provide an estimate for each dinner for environmental dressing. In addition, we will require up lighting, and a PA system for speeches and background music during the dinners. We will also need a set up for a DJ at the second dinner. At the first New Partner dinner, we will also require LED screens and video playback facility to be able to show the content from the day 1 New Partner offsite activity. These LED screens should remain for the second dinner to show the table plans.

Due to the audience size, these dinners are likely to be small scale and held in restaurants that have been exclusively hired for the event.

Market Group meeting – 40 Pax – Tuesday 21st and Wednesday 22nd March (All Day)

Room set up for 40 Pax theatre style with the following equipment:

- 2 x large LED screens on stands to left and right of stage
- 1 x Laptop for Powerpoint and Teams
- 1 x Freestanding Webcam for two way Teams video
- 1 x PA system with lapel and handheld mics
- 1 x Switcher to allow web based voting results to be show on screen and Team virtual presenters
- Technician for set up, operation and de rig

- 1 lectern and 5 x chairs and coffee tables for panel discussions – no stage required

Partner Events:

Partner Conference main plenary set & stage design:

The conference set design should be contemporary and appropriate to the audience size and venue. It should also reflect the desired purpose, key messages and outcomes detailed on page 2. Your conference design solution should also be as sustainable as possible and incorporate recyclable and reusable materials.

The stage should be carpeted with a hard facia and treads to left and right. Comfort monitors should be placed inside black shrouds. Onstage furniture should include up to 7 chairs for panellists, coffee tables and a lectern.

Partner Conference main plenary technical equipment:

Technical equipment should include, but not be limited to the following:

- PA system suitable for the audience size, to include handheld mics for Q&A and headset mics for up to 7 presenters in a single session
- High resolution LED screen(s) incorporated into the backdrop to show live camera, PowerPoint, Video and animation
- Onstage audio and video comfort monitor
- Countdown clocks and remote clickers
- Live camera for onscreen relay - to include Iso recording
- Vision mixing facility to allow digital 'Live' event scribing. picture in picture live camera, PowerPoint, event graphics overlay and web based voting results to be shown on screen
- Teams or similar facility to enable connection of virtual presenters
- Full stage and environmental room lighting

Partner conference breakout rooms – 10 x breakout rooms for use during the Partner conference.

10 Breakout rooms to be set up for between 20 to 50 Pax in theatre style. Each room should include the following technical equipment:

- 1 x Large LED screen
- 1 x Laptop for PowerPoint and Teams
- 1 x Freestanding Webcam for two way Teams video
- 1 x PA system with table mics to allow 2 way Teams audio
- Technician for set up, operation and de rig

Partner conference afternoon activity - Offsite activity(ies) to be held on Friday afternoon after lunch.

We have engaged a 3rd party provider to organise an offsite activity for the group on the afternoon of Friday 24th March. This activity does not need to be included in the RFP, however there is a requirement for AV equipment at the first Partners dinner to show the output from this activity. Further details are in

Partner conference dinners - 360 Pax – Friday 24th March and Saturday 25th March.

Final details and the location of the two Partners dinners are still being confirmed. Please provide an estimate for each dinner for environmental dressing, linens and floristry. In addition, we will require uplighting, wash / feature lighting and a PA system for speeches and background music during the dinners and post dinner DJ on Saturday. At the first Partner dinner, we will also require LED screens and video playback facility to be able to show the content from the day 1 Partner offsite activity. These LED screens should remain for the second dinner to show the table plans.

Due to the audience size, these dinners are likely to be held in stand along venues where the majority of equipment will need to be brought into the venue.

Global Partner Meeting – 20 Pax – Sunday 26th March (AM Only)

Half Day Boardroom meeting to include the following equipment:

- 2 x LED screens on stands
- 1 x Laptop for Powerpoint and Teams
- 1 x Freestanding Webcam for two way Teams video
- 1 x PA system with table mics to allow 2 way Teams audio
- Technician for set up, operation and de rig

Digital signage:

8 x Freestanding digital signs for directional signage
1 x Portrait LED sign at registration to show the conference agenda

Registration furniture:

1 x large registration desk with branded backdrop. The design of the desk should match the look and feel of the main conference set and should include space for 4 chairs. The table are will need to be large enough to accommodate c400 badges, 2 laptops and a printer.

The following technical equipment will be required at the registration desk:

- 1 High speed colour printer c/w paper

Speaker ready room:

- 1 x LED screen with speakers to provide an audio and video relay from the main room
- 1 x high speed colour printer c/w paper
- 1 x Laptop with Teams for 'meet and greet' of virtual speakers and to allow speakers to check their Powerpoint presentations.

Events office:

- 1 x LED screen with speakers to provide an audio and video relay from the main room
- 4 x Pairs of LED screens to allow Norton Rose Fulbright staff laptops to be connected to a twin screen workstation set up
- 1 x high speed colour printer c/w paper

Technical crew:

All crew that will be required for the meeting, conference and dinner set ups, operation and de rigs for the set, staging and technical equipment should be included in the quotation. In additional, you should include a show caller and stage manager for the Partner conference days – 23rd to 25th.

Transport:

Transport of all technical equipment and staging should be included in the quotation, together with all crew flights and onsite transportation.

Accommodation and crew catering:

All crew accommodation should be included in your quotation. Onsite crew catering for the set-up, show and de rig days will be provided by Norton Rose Fulbright.