

# **MISSOURI TRAVEL COUNCIL**

## **2007 MISSOURI BANKERS TRAVEL FORUM**

### **Request for Proposals**

#### **GUIDELINES AND SELECTION CRITERIA:**

The Missouri Travel Council (MTC) is requesting proposals from MTC members to assist with the conceptualization, development and implementation of a new, annual tourism forum for Missouri bank travel planners.

Bids will be evaluated on basis of the proposal's creativity, comprehensiveness, viability and affordability. Other considerations include the vendor's experience in the group travel industry, familiarity with the state, experience in conference or event planning, working knowledge of hotel and convention center contracts and an understanding of the bank loyalty programs. Bidder must be a member of Missouri Travel Council or become a member by July 1, 2006. The successful bidder of the event cannot be allowed to represent individual destinations or regions during this marketing event. Note: This does not preclude the Bidding Company from registering and having a second individual work the show.

#### **EVENT MISSION STATEMENT:**

To create a new annual forum that allows Missouri group travel suppliers to meet with key personnel from Missouri-based bank loyalty programs. The 1 ½ day forum will allow travel suppliers the chance to market their service or destination directly to Missouri bank club planners that organize group travel for their member and provide industry related educational opportunities for both suppliers and bank representatives. (Referred to as the "Bankers Travel Forum" for the purpose of this RFP.)

#### **BANKERS TRAVEL FORUM ADMINISTRATIVE SERVICES**

The bid for Administrative Services includes all administration aspects of planning and implementing the Bankers Travel Forum. Based on time commitments from a similar program, our annual Missouri Showcase FAM and Marketplace, this project is estimated to take approximately 125 -150 hours. This is an estimate only and should not be considered the minimum number of hours. Likewise, please realize that the actual number of hours could be higher. Bids should include contingencies for any deviation on the number of hours estimated for individual tasks, as well as the total number of hours.

#### **Proposal should address, but not be limited to the following Administrative Tasks:**

Offer a basic suggested format for the bankers travel forum.

Submit a general timeline for the project.

Coordinate with Missouri Travel Council and an ad hoc committee of bank club directors and tourism industry representatives with the goal of holding the first annual Missouri Bankers Travel Forum in 2007.

(Planning meetings may be approximately four hours long and held throughout the state, with Central Missouri being the most frequented location. With travel time, this will account for approximately 30 hours.)

Work with committee to survey bank club directors and MTC membership about the feasibility of Bankers Travel Forum.

Draft a profit/cost analysis for the project.

Vendor will spend approximately 15 hours coordinating bid site selection and RFP, conduct site inspections and work with selected site of the forum.

Work with MTC staff on invitation to bankers and suppliers.

Vendor will be primary planner for the event. Duties will include setting the forum agenda, soliciting sponsors, coordinating speakers and/or entertainment and serve as site coordinator for the tradeshow or marketplace. Supplier registrations will go directly to MTC offices, but the vendor will be responsible for 75% of all contact with suppliers.

Serve as direct contact with bank planners; this includes preparing an invitation list of qualified bank travel planners.

Spend approximately 50 hours communicating by phone, fax, and e-mail. This includes answering questions about registration, the format of the forum, and qualifying planners.

Once planners have been accepted, vendor will be responsible for room type preferences and any dietary or physical consideration.

Vendor will also send planners detailed agendas and confirm each planner's participation. These duties are estimated at approximately 10 hours.

Additional duties include approximately 10 hours creating and copying a banker's binder for their use during the forum. The binder will serve as an agenda, state overview, contact directory and collection point for supplier profile forms.

Vendor will also be responsible for approximately 7 hours preparing various mailings to Planners and FAM Hosts. (Note: Once prepared, these documents will be sent to the Missouri Travel Council office for actual mailing. Very few postage costs will actually be incurred by the Vendor.)

**Please submit proposals that include general format suggestions for the Bankers Travel Forum by 5 P.M. – Wednesday, June 14, 2006**

Submit To:

Missouri Travel Council offices, 204 E. High, Jefferson City, MO 65101.

Bid will be awarded by July 12, 2006

If you have questions or need additional information, contact  
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