

REQUEST FOR PROPOSALS (RFP)

Professional Meeting Planner for La Red Conferencia 2024

Notification Issued by: La Cocina (www.lacocinahome.org)

Release Date: Monday, January 22, 2024

RFP Deadline: Friday, February 16 at noon Mountain Time (MT)

INTRODUCTION

La Cocina is a Latine-founded, Latine-led and Latine-serving national non-profit leading innovations that promote Latine or Hispanic social and emotional health and mental healthcare. Following the successful inaugural launch of **La Red Conferencia** in May 2023, La Cocina is excited to announce its call for proposals for a professional meeting planner for this year's **2024 La Red Conferencia** to be held July 11-14 in Santa Ana Pueblo, New Mexico, at the beautiful [Tamaya Resort](#).

La Red Conferencia is the only fully bilingual (Spanish & English) professional conference centering Latine culturally-affirming values in the field of infancy and early childhood mental health. At this time La Cocina seeks a highly-skilled meeting planner who will not only manage the logistical tasks associated with this important event, but who will also support the organization with the more long-term goal to position the conference as the critically affirming space participants seek.

BASIC CONFERENCE INFORMATION

2024 Conference Site: Tamaya Resort in Santa Ana Pueblo, NM

Conference Dates: July 11-14, 2024

Number of expected registrants: 75-100

Number of youths in children's program: 25-35

Speakers Roster: 10-15

Special Events: Opening Reception, Graduation Gala & Closing Brunch

Conference Meals Provided by Host: All, except Friday night dinner.

Off-Site Events: None

Meeting planner contract budget: \$15,000-\$25,000

SCOPE OF WORK

The meeting planner selected by La Cocina will be responsible for the following:

1. **Conference Registration Management:** Managing conference attendees registration, attendee communication, and feedback and/or evaluation data collection as directed by La Cocina's leadership team. This item includes managing the attendees roster, room assignments, and some support with on-site conference registration.
2. **Speakers Management:** Supporting La Cocina's leadership team with speakers' invitations, registrations, honoraria, travel arrangements, etc.

116 East Oak Street
Fort Collins, CO 80524



970.232.0740
lacocinahome.org

3. **Event Planning and Coordination:** Full management of event logistics from planning to execution, including vendor negotiations, scheduling, and onsite management. Please note the meeting planner will not be required to propose, select and/or negotiate a hotel contract; however, they will be required to manage La Cocina's overall contract with the hotel, [Tamaya Resort](#).
4. **Budget Management:** Efficient handling of the conference budget, ensuring high-quality deliverables within financial constraints, and based on the oversight provided by La Cocina's Director of Operations & Community Codesign.
5. **Manage Vendor Relationships:** Manage conference vendors including catering, audio visual (A/V) equipment, transportation, etc.
6. **Marketing and Promotion:** Work closely with La Cocina's marketing team to develop excellent marketing and outreach plans and materials, provide support for promoting the conference, including with dissemination as directed by La Cocina's Marketing & Communications Specialist.
7. **Conference Plan and Budget Submission:** The planner will be required to submit a comprehensive conference plan and updated budget within two weeks of formal engagement/contract execution. This plan should detail all aspects of the conference, including timelines, vendor agreements, and a clear budget forecast.
8. **Bilingual Proficiency Preferred:** Fluency in Spanish is preferred as to ensure seamless communication with our diverse attendees and to support alignment with La Cocina's cultural values.
9. **Cultural Sensitivity: The Conferencia** meeting planner must demonstrate an understanding of and sensitivity to our diverse Latine cultures, integrating culturally-affirming practices into all aspects of the conference. In addition to our commitment to cultural sensitivity and bilingual proficiency, we emphasize the importance of inclusivity for all attendees. The conference planner should ensure accessible facilities and services for participants with diverse needs, including those with disabilities. This commitment to inclusivity should be evident in all aspects of conference planning and execution.
10. **Creative Input:** Contribute innovative ideas for and make recommendations leading to actionable results for conference themes, speaker sessions, and networking events that resonate with our audience.

PROPOSAL REQUIREMENTS

Please send proposals to LaRed@LaCocinaHome.org by noon on Friday, February 16, 2024. Late entries will not be accepted and/or reviewed. Proposals must not exceed three pages total; any proposal that exceeds this page limit will be disqualified from La Cocina's RFP process.

Proposals must include:

1. Introductory paragraph describing why you/your organization is the right meeting planner for La Cocina's **La Red Conferencia**. (*Maximum of two paragraphs*)
2. Company and/or professional's background and experience in meeting/event planning. (*Maximum of two paragraphs*).
3. Examples of past events planned especially bilingual or culturally-focused conferences. You are welcome to include video and/or other visual representations of your work; however, please do not exceed one page of text and visuals combined.

4. Proposed approach to managing our **La Red Conferencia**. (*Maximum of three paragraphs*).
5. Team composition and/or individual qualifications, highlighting Spanish language proficiency (if applicable). (*Maximum of three paragraphs*).
6. Estimated budget based on SOW delineated above.

PROPOSALS REVIEW AND SELECTION CRITERIA

Proposals will be evaluated based on:

1. Ability to produce a brief (three-pages maximum), clear and professional proposal that directly answers the questions posed in this RFP document.
2. At least five years' experience managing professional meetings and/or conferences.
3. Demonstrated creativity in event planning and execution.
4. Experience managing bilingual (Spanish and English) events, with an emphasis on producing culturally-affirming content.
5. Demonstrable budget management and cost-efficiencies skills.
6. Ability to provide references that are willing to speak to both the strengths and challenges experienced in the work.

SUBMISSION GUIDELINES

Submit proposals in .pdf format via email to LaRed@LaCocinaHome.org no later than noon mountain time on Friday, February 16, 2024. Proposals should be comprehensive yet succinct, not exceeding three pages.

CONTACT INFORMATION

Please send questions in writing to LaRed@LaCocinaHome.org. No phone calls, please.

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