Request for Proposal – Meeting Planning and Execution of the 9th National Grazing Lands Conference December 2024

The National Grazing Lands Coalition (NatGLC) intends to organize and host the 9th National Grazing Lands Conference December 4-6, 2024 at the El Conquistador, a Hilton Resort in Tucson, Arizona which is expecting 600-800 attendees. NatGLC invites qualified firms to submit a proposal to become the official event planning and management partner for this significant gathering.

The NatGLC is a leading organization dedicated to providing voluntarily ecologically and economically sound management of all grazing lands for their adaptive uses and multiple benefits to the environment and society through science-based technical assistance, research, and education. This triennial conference serves as a platform for sharing knowledge, experiences, and innovative ideas among stakeholders, including ranchers, researchers, policymakers, conservationists, and industry professionals.

The 9th National Grazing Lands Conference aims to bring together a diverse range of experts and practitioners in the field of grazing management. Through keynote presentations, panel discussions, workshops, and networking opportunities, the conference aims to foster collaboration, exchange best practices, and explore emerging trends and technologies in grazing land management.

NatGLC is seeking a highly competent and experienced event planning and management firm to work closely with NatGLC’s organizing committee and staff to deliver a successful and impactful conference. The chosen partner will be responsible for a wide range of event planning and management services, including but not limited to:

1. Program development: In partnership with NatGLC staff and Board of Directors, develop an engaging and diverse program that includes keynote presentations, panel...
discussions, workshops, field tours, poster sessions, and other interactive activities. The final agenda must be approved by the Board of Directors.

2. Pre-Conference Run-through: Plan and execute a board meeting and conference run-through at the venue a few months prior to the event.

3. Logistics and operations: Oversee event logistics, including registration management, audiovisual requirements, videography, catering, transportation, accommodation, signage, speaker presentations and overall on-site coordination.

4. Marketing and promotion: Develop a comprehensive marketing strategy to raise awareness about the conference, attract attendees, and engage sponsors. This may include designing promotional materials, managing social media campaigns, and coordinating media relations.

5. Sponsorship and exhibition management: Facilitate sponsorship acquisition and manage relationships with sponsors and exhibitors, ensuring their needs are met and delivering value for their investment.

6. Financial management: Provide budgeting and financial oversight, including cost estimation, expense tracking, and financial reporting throughout the planning and execution phases. The budget must be approved by the Board of Directors.

7. Evaluation and feedback: Assist in gathering participant feedback, evaluating the conference’s success, and providing recommendations for future improvements.

8. Post-conference production: Edit and finalize all video recordings for public consumption within a month following the conference.

9. 2027 Conference venue selection and negotiation: Identify and secure a suitable conference venue capable of accommodating 800 participants, breakout sessions, exhibitions, and other event requirements for the 2027 NGLC to announce at the Tucson event.

If your organization is interested in partnering with the National Grazing Lands Coalition for the 9th National Grazing Lands Conference, please submit the following information and attachments of a comprehensive proposal by COB July 14th, 2023:

1. Company profile: A brief overview of your organization, including relevant experience in planning and managing similar conferences or events.

2. Proposed approach: A detailed description of your proposed approach to planning and managing the conference, including a timeline of key activities and milestones. The expectation is work would be immediately upon contract execution.

3. Team composition: An overview of the key personnel who will be involved in the project, their roles, and their relevant experience.

4. References: Contact information for at least two references from past clients for whom you have provided event planning and management services.

5. Budget: A proposed budget outlining your fees and estimated expenses for the planning and execution of the conference including all deliverables above.

6. Additional information: Any additional information, ideas, or suggestions you believe would be relevant to the success of the conference.
Questions? Contact Ashley McDonald at Ashley@GrazingLands.org.