BestCities GLOBAL ALLIANCE

REQUEST FOR PROPOSALS

due August 23, 2019

LEGACY IMPACT MEASUREMENT

I. ABOUT BESTCITIES GLOBAL ALLIANCE

The BestCities Global Alliance is the most established and respected network of international convention bureaus. By working together, BestCities adds value by bringing a level of creative client solutions no individual partner city could deliver on their own. The Alliance's core purpose is to harness the power of collaboration and community to create positive impact through business events. Through programs, such as *Incredible Impacts* which recognizes associations that have proven legacy initiatives, BestCities is committed to the advancing the cause of the industry.

II. SUMMARY OF PROJECT

Business events are a catalyst for economic progress and social transformation positively influencing outcomes in society. Their legacy impact is gaining greater attention amongst destination and business event bodies, and stronger relevance with governments, universities, NGOs and society in general. Although legacy impact has a broad reaching narrative on the true value of business events, few established indicators and measurement tools are in place.

In May 2019, the UTS Business School released the Business Event Legacies report that was supported by the Joint Meetings Industry Council (JMIC). This comprehensive study provides important perspectives and context for the project outlined in this RFP.

BestCities is requesting proposals from qualified consultants to evaluate the socio-economic impacts of business events. It is important to determine measurement indicators of common ground amongst destination and business event groups, as that is ultimately where collaboration will thrive. The learnings of the project will be shared with BestCities networks, both within and outside the industry. A 'how-to' toolkit will be created that will enable stakeholders to build knowledge and capacity. Recommendations will be provided on how legacy activities can best be encouraged, developed and implemented by focusing on measurement outcomes.

III. SCOPE OF WORK

The project objective is to identify and develop preliminary indicators to evaluate legacy impact for destinations and associations through conventions and congresses, and a 'how-to' paper to assist entities to incorporate and implement these indicators into their operations.

1. Research what has been done to date to measure and monitor legacy impact including a review of case studies such as the *Incredible Impacts* program and examples from the BestCities partners.
2. Identify limitations to developing indicators in legacy impact such as lack of existing research, proven methodologies and available best practices.
3. Determine key indicators considering the following impact areas and identify possible areas of commonality for associations and destinations:
    - Knowledge transfer to private and/or public sector
    - UN's Sustainable Development Goals
    - Global reach for developing countries
    - Academic/Educational
    - Public awareness
    - Policy change

4. Conduct a feasibility analysis for developing a legacy impact framework and model that can be widely adopted by associations and destinations. This analysis will help inform further research and development of measuring socio-economic impacts.

IV. PROJECT OUTPUT

The project deliverable will be a report including a 'how-to' toolkit of legacy impact assessment, with the following topics to be considered for inclusion:

- Trends analysis – what are trends and ways of assessing socio-economic impact?
- Key indicators – which indicators are the most important for legacy impact of congresses, and what are the areas of commonality between business event entities?
  - Impact areas – what are the sectors and subject matters in which legacy impact indicators can be classified for analytical purposes?
  - Data access – what is the availability to capturing relevant data for the identified key impact indicators?
- Benchmarking – how can benchmarking criteria be established to monitor results in the long-term?
- Overcoming challenges – what are the barriers and what can be done to overcome them?
- Case studies – what success stories could be shared?
- Utilizing the information – how can associations, destinations, and business event entities utilize this information to further their overall objectives?
- Further research – what is the viability of developing a multi-dimensional legacy impact assessment model that is usable and comparable across jurisdictions and sectors?

While the intellectual property developed in this project would belong to BestCities, the final report will be openly shared.

V. TIMELINES

The following are the timelines for this assignment. A detailed project plan schedule will be required as part of the proposal submission.

- RFP issued: by July 19, 2019
- Proposals Due from Consultants: by August 23, 2019
- Selection of Consultant: by September 6, 2019
- Project Research: September 1, 2019-January 17, 2020
- Submission of Interim Report: by October 18, 2019
- Discussion of Key Findings: December 8-11, 2019 (Note 1)
- Submission of Final Report: by February 7, 2020
- Acceptance of Final Report: by February 14, 2020
- Release of Final Report: February 17-19, 2020 (Note 2)

Note 1: BestCities Global Forum, Copenhagen
Note 2: Asia-Pacific Incentives & Meetings Expo (AIME), Melbourne

VI. SUBMISSION OF PROPOSAL

Please address the following items in your proposal.

Response to Scope of Services Required

- Overview of your methodology, process and description of services
- Timing and deliverables of the process
- Budget quote for services (fees, expenses, taxes if any)
- Explain why you believe your company is best suited for this assignment

Consultant Business Information to be Submitted

- Details of your business and the personnel you would assign to this project including qualifications and history with the company/companies
- Previous experience with similar projects
- Three business references from those who are familiar with your work

VII. PRICE QUOTE

Submit a detailed price quote for the above scope of work, including fees and expenses. For professional fees, please indicate proposed number of project hours per personnel. Consideration will be given to those proponents that can demonstrate how they will leverage the body of knowledge in this field, such as the JMIC project, to realize cost efficiencies.

Payment schedule will be:

- 20% upon executed contract; 30% upon submission of interim report; 50% upon acceptance of final report

VIII. CONTACT

Please submit proposal in confidence by email to:

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