The Role of PCO
Willy Event Consultant

Professional Conference Organizer
Patti Tang

- WILLY PCO 1994-2016, 23 years
- Rotary Club, PP President 2011-12
- TCEA Director 12 years
- TECA Director 10 years
What is PCO?
Professional Conference Organizer

providing the best service in planning and hosting conferences as our everyday job.

- PCO’s provide specific goals and achievements with their services, like:
  - Administrative management for associations and organizations
  - Bidding Proposal Service
  - Resourcing for the venues
  - Conference logistical and financial management
  - Event Planning
  - Social event services
  - Sponsorship and Exhibition Management
  - Accommodation and Travel Services
Event Bidding Explained

What is Event Bidding?

The event bidding process begins when a highly sought-after event invites potential hosts/cities to submit their interest.

The bidding process is often highly competitive and bidders will put forward detailed proposals outlining why the region would be best suited, including details such as infrastructure, climate, culture and community support.

A board of organizing committee will then evaluate these bids and select the candidate which proves to be most compatible, and in many cases surpasses their requirements.
Typical Bid Process

- Open Submission for Hosting 2014
- Expression of Interest April 2014
- Full Proposal Aug 2014
- Preliminary Evaluation
- Site Visit Mar 2015
- Selection and Announcement Oct 2015 June 2016

The Role of PCO/DMC

- Establish Organizing Committee
- Determine Possible Dates
- Research Venues
- Review Available Resources
- Develop A Budget
- Develop Bid Proposal
The Role of PCO/DMC

- The Event Team
- Research / Preparing the Event Proposal
- Venue and Facilities
- The Program
- The Budget
- The Purpose of an Event Proposal
The Event Team

Before getting into the bid process, it is important to assemble a talent team of individuals who are committed to the project.
<table>
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<th>Name</th>
<th>Responsibilities</th>
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<tbody>
<tr>
<td>TRF Trustee Jackson Hsieh</td>
<td>Chair</td>
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<tr>
<td>RIP Gary Huang</td>
<td>Advisory</td>
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<tr>
<td>RIDE Frederick Lin</td>
<td>Advisory</td>
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<tr>
<td>PDG Archi Hsu</td>
<td>Vice-Chair</td>
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<tr>
<td>PDG Pauline Leung</td>
<td>Secretary General &amp; Promotion</td>
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<tr>
<td>PDG Kega Yao</td>
<td>Treasurer</td>
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<tr>
<td>PDG Electronics Hsieh</td>
<td>Accommodation</td>
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<tr>
<td>PDG Computer Chiu</td>
<td>House of Friendship</td>
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<tr>
<td>PP Ping Lee</td>
<td>CFO</td>
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<td>PP David Wang</td>
<td>Liaison-Government</td>
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<td>PP Johns Huang</td>
<td>Liaison-Government</td>
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<td>PP Patti Tang</td>
<td>Venue &amp; Logistics (PCO)</td>
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<td>PP Benjamin Wu</td>
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<td>CP Wendy Chiu</td>
<td>Host Events</td>
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<td>Bob Yin</td>
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The Event Team

The event management team should provide experience and qualifications of key team members. It is important for the proposal to feel that the event team have the capability to run the event and to be able to do what they promise to do.
The Purpose of an Event Proposal

The bid document provides the host organization and destination with information they can use to make their final decision. It must clearly address the RFP criteria and demonstrate the advantages of hosting the event in Taipei, and detail what support is available to the Rotary International.
Research / SWOT Analysis

Preparing the Event Proposal

- Learning as much as possible about the event, the criteria for the event, decision process, past event’s rotation pattern, and the likely competition.

- The goal is to assess the possibility of bringing the event to Taiwan.

- Review Taipei’s unique strength, opportunity and selling points, providing a fresh perspective to the event.
Request for Proposal

The Requirements

Housing, Total number of rooms? 15,922
Number of rooms committable? 8,275
Official Participant (OP) Hotel/Rooms? 2,500
OP Hotel(s) distance from Plenary? From 10 -20 minutes drive from Plenary
Average Rack Rate- Deluxe?
Average Rack Rate- Superior?
Average Rack Rate- Standard?
Average Rack Rate- Economy?

Overall Venues
All venues fully constructed?
Renovations planned?
Total amount exhibit space, 22,680 square meters
Parking?
Rent-free?

Plenary Hall
Number of usable plenary seats? 24000 seats
Stage
RFP

Transportation
Convention shuttle plan?
Local transportations?
Primary International Airport?
Airport distance from city center?
Airport passenger load capacity? 30 Million per year

Host Area Commitment
75% Host Guarantee commitment?
All Taiwan 7 Districts, including D.3460, D.3470, D.3480, D.3490, D.3500, D.3510,
28,675 members

Fully Meets Minimum Standards as Outlined, Yes
Hotels within 5-30 minute driving distance from venue
RFP

- Weather
  - Average daytime high and low temperatures in June? 29.2 °C (84.6 °F)
  - Rainy season?
  - Possible unusual weather conditions?

- Incentives/ Subsidies
  - Financial? Support by all Taiwan host Rotarians
  - Promotional? Sponsored by all Taiwan 7 Districts’ Rotarians
  - Venue rental? At no cost to RI
  - Taxes % 5% VAT , refundable for goods purchased by foreign visitors upon leaving the country

- Last RI Convention 1994

- Safety
Venue and Facilities

The committee will want to know which venues are suitable for the event. The proposal should outline all facilities available near the location, everything from toilet rooms to car parking.

Detailed description of what would be attractive to event goers and how the venue will fully cater for the needs of event.

Past similar event that has staged here before.
TWTC NANGANG 1

- Showground (sqm) : 45,360
- Conference rooms :
  - 9 (easily partitioned into 13)
  - 25-500 seats per room
  - 1,900 seats in total
- Parking spaces : 620 cars

TWTC NANGANG 2

- Showground (sqm) : 30,240
- Convention center :
  - 1 (easily separated into 8)
  - 50-2,400 seats
  - 6,048 sqm
- Parking spaces : 1,400 cars / 30 buses

Due to complete in 2017
Facility for all Meetings

Registration & House of Friendship

- **1F, TWTC NANGANG 1**
- **Area** $180 \times 126 = 22,680 \text{ m}^2$
Facility for all Meetings

Opening Ceremony & Plenary Session

● 4F, Sky Dome, TWTC NANGANG 1

● Area  180 x 126 = 22,680 m²
The Program

describe any training that will be given to event

Suggest a tentative program in terms of the number of days, the start and finish times each day. Let the decision makers know how many hours a day each venue is available.

The program should include ceremonial events, preferably with visiting dignitaries who may make a speech or present awards.

Entertainment and social events are welcome.
Proposed Dates

- **Lunar New Year** Jan. 1 (Lunar)
- **Lantern Festival** Jan. 15 (Lunar)
- **Spring Scream** 1st week of Apr.
- **Mother’s Day** May. 9
- **Computex Taipei** Jun. 1-Jun. 5

Proposed Dates

The proposed date for the Rotary Convention

1. June 13 – 16, 2021
2. June 12 – 15, 2022

- **Dragon Boat Festival**
  - Jun. 14
The Budget

- Draft a budget of probable income and expenditure.

[budget detail/...]

[Image of people in a meeting room]
Key Success Factors

1. Accountability
2. Political Support Relationship Management/Marketing
3. Infrastructure Facilities
4. Ability to Host – PCO, PEO, PR, DMC
Accountability

The capacity the event team and the city have to deliver high quality services to the event and community

Good reputation as a hosting city for successful events

The strength of a city’s brand Taipei image is critical to attracting potential attendees.
Taiwan is the Top 2 Safest Country in the World

Reported by ‘Federal Bureau of Investigations

WILLY EVENT CONSULTANTS CO., LTD. PCO. DMC.
PROFESSIONAL • CREATIVE • PASSIONATE • EFFECTIVE
Political Support

- The increased government involvement in the process of bidding as well as during hosting.
- Government involvement enhances the value of the event and event goers. 20 supporting
A composition of talent on the team is essential to the way the team is perceived by the key decision-makers as well as to the success of the bid process operation.

Knowing the power of the organizing committee to influence key decision makers

Effective lobbying is critical

Build up image & maintain with RI annually
Infrastructure and facilities

The city must have the necessary infrastructure to host a successful event.

Showcase a variety of excellent facilities through the hosting of previous events.

Includes the ability to deliver services, accommodation, transportation as well as community support.
Ability to Host

- Organization and **event management skills** and all the basic requirements to host an event
- PCO, PEO, PR, DMC
Making A Major Event A Reality

- Manage the post-bid relationship
- The work doesn’t stop after a bid has been won. We continue to work with Rotary International and guide the Rotary Taipei to plan the event by facilitating more sponsor connections across the country, and by assisting with activities that boost attendance and promote the event. More site visit assistant.
Rotary International Manual for Conventions
Please see the **Bidding and Site Selection** chapter of the Manual for Conventions for the **Critical and Preferred Criteria** for cities to host an RI convention.
There are two steps to this proposal process:

1. If your city is able to meet all of the critical requirements and you are interested in submitting a formal proposal, please let us know by 1 April 2014. Please indicate which years you have availability to host (2019, 2021 and/or 2022).
2. By 1 August 2014, please submit a full proposal (either hard copy or electronic submission).

3. The bids will be analyzed and presented to the RI Board of Directors at their October 2014 meeting.
As part of the Critical and Preferred Criteria mentioned above, please note that an appropriate block of hotel rooms is critical to a successful proposal. You are required to use the appropriate Hotel Commitment Forms supplied by RI.
Preparing a proposal takes a great deal of work.
To assist RI in gathering the required proposal information

It is also required that your proposal include a completed space allocation in order to be a successful proposal.
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Integrated Marketing
Meeting Planning & Management
Destination Management

✓ Public Relation
✓ Event Planning
✓ Exhibition
✓ Incentive Travel

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Professional Services

✓ Integrated Marketing
✓ Meeting Planning & Management
✓ Destination Management
✓ Public Relation
✓ Event Planning
✓ Exhibition
✓ Incentive Travel
Site Inspection
Site Inspection-Meetings
Thank you for your attention.