



2012 Conference & Annual General Meeting

Request for Proposal

Conference & AGM Destination Schedule

2009 – Western Canada – Richmond, B.C.

2010 – International – Cardiff, Wales.

2011 – Central Canada (Manitoba, Ontario, Québec, Nunavut)

2012 – Atlantic Canada (New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland & Labrador)

2013 – Western Canada (British Columbia, Alberta, Saskatchewan, Northwest Territories, Yukon Territory)

2012 RFP Send-out Date: Monday June 8, 2009

2012 RFP Submission Deadline: Wednesday July 15, 2009 at 5 p.m. EDT

ABOUT US

The Travel Media Association of Canada (TMAC) was founded in Toronto in 1994 by a handful of travel journalists who saw the need to bring together the country's travel media and tourism industry to achieve mutual objectives. Today we are the country's premier travel media association, with more than 450 members – 60% industry, 40% media – and we continue to grow.

Industry members run the gamut of travel providers, including representatives of nearly 100 countries, provinces and tourism regions as well as hotels, tour companies and independent media-relations professionals.

Our media membership spans Canada and extends internationally as well. It includes every variety of travel writer, author, broadcaster, photographer and producer – many of them award winners – working in print, video, broadcast radio and TV and on the Internet.

The TMAC is directed by a volunteer Board of Directors made up of both Media and Industry members. Administrative duties are handled by T.O Corporate Services. The association has provincial chapters in Alberta, British Columbia, Nova Scotia and Ontario, and a strong representation in Québec. In addition to the association-wide Conference and AGM, provincial chapters regularly hold meetings and stage events for their members. There is also a monthly e-newsletter as well as a listserv and the TMAC website, all keeping members up-to-date on travel-industry news.

ABOUT THE CONFERENCE AND AGM

The TMAC Conference and AGM allows our members to come together to enhance our skills in professional-development sessions, network through a scheduled marketplace, carry out association business, experience the host destination with pre, post and local tours and enjoy the camaraderie of our peers.

Members looking to stay abreast of industry trends and ahead of the curve on editorial travel needs include the TMAC Conference and AGM in their annual schedule. And every year TMAC members are invited to do this in another great destination. In 2010 we head to Cardiff, Wales for our first international conference. For 2011 we bring our conference back home to the nation's capital – Ottawa, ON.

CONFERENCE COMPONENTS

As we have grown over the years, so has our Conference and AGM. To assist with our needs we have appointed a Conference Planning Committee. This Committee consists of two Board members, one Media, one Industry, and the Events Manager from T.O Corporate Services. As our membership needs change, so have the requirements of the Conference and AGM. However, the fundamentals remain the same. Here are the core aspects of the Conference and AGM:

- 3 – 5 days of regional pre-conference tours
- Registration
- Opening reception
- Local tours – ½ day tours to be held one or two days during the Conference
- Professional development sessions
- Media Marketplace – one full day or two half days
- Local chapter meetings
- Annual general meeting
- 2012 Conference and AGM host destination announcement and luncheon
- Host dine-around (recommended)
- TMAC awards presentation
- Closing gala
- 3 – 5 days of regional post-conference tours

Also attached are two sample agendas from previous years. These will give you a better idea of the necessary conference components and time allocations.

BENEFITS TO THE HOST DESTINATION

By hosting our Conference and AGM your city has the opportunity to:

- Showcase your destination to an unmatched collection of professional travel writers, broadcasters, editors, publishers and photographers
- Receive extensive Canadian, U.S. and international editorial coverage – both short term and long term – in newspapers, magazines, on the Internet and via electronic media outlets, created by leading travel journalists
- Develop your own one-on-one contacts with members of all types of media
- Host the opening reception and closing gala
- Have first choice of TMAC sponsorship opportunities. TMAC will then source all other sponsors
- Make your destination the focus of an award the following year for the best article published on the AGM destination. (Optional.)
- See your destination highlighted on the TMAC website as well as on the conference registration site. Particulars to be negotiated

- Be referred to as the premier sponsor for the event, which comes with the privilege of being the exclusive host of two of the three major social functions at the conference

TMAC'S ROLE

T.O Corporate Services acts as the TMAC Conference Coordinator. There is a Conference Planning Committee that consists of one T.O Corp member and two Board members, one Media, one Industry. This Committee is responsible for overseeing everything from registration to professional development, accommodation to functions. The Committee reports to the Board, keeping it apprised of its progress and raising any issues that the Board may need to discuss or make decisions on. The Committee is also responsible for collaborating with the host destination to maximize ROI for TMAC, the destination, suppliers and sponsors.

HOST DESTINATION REQUIREMENTS & BID INCLUSIONS

We want to outline as clearly as possible your responsibilities as Conference and AGM host. If your destination is selected as the 2012 host, the announcement will be made at the last luncheon at the 2011 Conference and AGM. It is the 2012 destination's responsibility to sponsor and host this luncheon as the beginning push for the next Conference and AGM. This sponsorship runs \$5,000 – \$8,000 depending on venue and location.

It is important that you appoint one core contact person to be the liaison with the Conference Planning Committee and T.O Corp throughout the planning and execution stages of the Conference and AGM. This will ensure continuity and a clear line of communications and support, especially during the coordinating and organizing of the event. The liaison person and the Committee will meet on a regular basis.

To assist you in creating your bid we can provide you with samples of winning submissions.

So, to sum up, these are the basic requirements that must be met and should be included in your bid:

TRANSPORTATION

This includes all pre and post tours, transportation to and from the airport for all delegates, as well as any transportation required for the local conference activities such as the Dine-around, the local tours and all offsite activities.

ACCOMMODATION

It is the host destination's responsibility to negotiate accommodation rates with TMAC. It is ideal to present two or three accommodation choices with proposed rates. It is acceptable to have two negotiated rates – one for Media members and one for Industry members. Complimentary Internet access must be available to all delegates. Attendance is expected to be 200 – 250 delegates, most of whom will require accommodation for the duration of the conference.

VENUE

The venue must meet the following minimum requirements:

- Meeting space for the Media Marketplace – 75 classroom-style tables with chairs on either side.
- Ballroom to host a seated reception of 250 people
- Two to four breakout rooms to accommodate 40 – 100 people in half rounds or theatre style.
- Highly visible and accessible registration area with ensuite storage space. If the registration area cannot double as a storage area, a separate room is required.

PRE & POST TOURS

We recommend pre and post tours that include not only the host destination, but surrounding regions as well. Please remember that many or most Media delegates will be coming from some distance and that their eagerness to attend will depend to a degree on the richness of the pre and post tour offerings. Tours based on a theme, such as history, arts and culture, food, family adventure, etc., are most effective. We also recommend that you include the activity level – low, moderate, extreme, etc. – as well as any specific dress code required for the tour activities. Typically, pre and post tours run 3 – 5 days before and after the conference and are open to Media members only. The host destination can determine the group size for each tour however past tours has ranged in size from 10 to 15 members.

NOTE: It is highly recommended that pre- and post-conference tours differ from the in-conference local tours to provide the most variety.

LOCAL TOURS

Delegate participation in these tours is optional, but they are a benefit for the entire membership – Media and Industry alike. Typically these are half-day tours within the local host destination area. Tour groups can range in size from 10 to 50 individuals. These tours must include transportation and lunch.

DINE-AROUND (recommended)

This is an opportunity for TMAC Conference and AGM delegates to experience local cuisine. The host destination is responsible for working with restaurants and securing partnerships for the Dine-around. As with the local tours, delegate participation in the Dine-around is optional, but is a benefit for the entire membership – Media and Industry alike. Dine-around group sizes can range from 10 to 50 and must include transportation to and from the venue.

SITE VISIT FOR CONFERENCE COMMITTEE (approximately 3 – 5 individuals)

The TMAC Conference Planning Committee will review all submissions and narrow the choices down to, normally, three candidates. After we've reviewed the potential host destinations on paper, our next step is to conduct a site visit of each of the finalist destinations. During this tour, the potential host will provide a detailed tour and explanation of the proposed event components. This includes tours, accommodations, venues and partners. Transportation, accommodation and select meals must be included for the entire Committee.

SPONSORSHIP

Hosting a conference of this calibre is costly and therefore expenses need to be offset by local destination sponsorship as well as TMAC Industry-member support. It is the host destination's responsibility to help secure local, regional

and provincial sponsorship partners for the various functions. Receptions, banquet lunches and dinners, coffee breaks, and event transportation are a few of the opportunities for sponsorship. Venue and catering sponsorship is also a great way to provide exposure. Any proposed and/or confirmed partners should be included in your bid. Letters of confirmation and support from partners are strongly encouraged. Partners will receive attractively priced opportunities for sponsorship and participation. Partners will be given a deadline for sponsorship confirmation, after which these opportunities will be offered to the membership.

NOTE: The opening reception and closing gala are the two highest-profile, highest-attendance events in the conference. It is your responsibility to host both.

OPENING RECEPTION

The opening reception allows you to officially welcome the TMAC members to your destination. It's also an opportunity for you to showcase a venue or cuisine to begin the conference. Be sure to include your suggested venue in your bid.

CLOSING GALA

The closing gala is your final mark as the hosting destination. It is a grand event with much membership enthusiasm. It's also an opportunity for you to pull out all the stops and showcase a venue or cuisine. Be sure to include your suggested venue in your bid.

DATES

Our by-law requires that each TMAC Conference and AGM be held within 15 months of the previous one; traditionally, that means between late January and early May. Dates are subject to host availability as well as proposed activities. Please be sure to include more than one timeframe. Final dates are to be negotiated with the Conference Planning Committee.

THEME

Each host destination is unique and offers distinct opportunities for TMAC members. These can range from an anniversary to a new festival to a local celebrity icon. Tell us what makes your destination special and how we can incorporate that in a Conference theme. The Conference theme is important in helping to shape the choices of offsite venues, food selections and guest speakers. It can also help inspire story ideas for our Media members

PROMOTION

TMAC will promote the Conference and AGM on our website, in our newsletter and in e-blast communications to our members. We expect the host destination to do the same using its own communications network. The minimum requirement is a "Save the Date" promotion consisting of a mailing and an e-blast to all TMAC members reminding them to mark the upcoming Conference and AGM dates in their calendars. TMAC will supply the lists needed for these promotions.

RFP ADDITIONALS

In scrutinizing bids, TMAC will also be considering the following:

- Creativity – Host’s enthusiasm in meeting TMAC’s needs and goals, as well as creating a theme and atmosphere for the Conference and AGM
- Quality and Affordability – This includes venues as well as accommodation, particularly for Media members
- Experience – Have you held previous conferences on this scale or organized press trips of this complexity?
- Testimonials – What references can you give for previous works well done?
- Contact – A dedicated person to be the ongoing liaison during the Conference and AGM planning and the onsite go-to person during the event
- Newsworthy – What news angles are there for our Media members to hook their stories on?

BID SUBMISSION:

The deadline for submission of bids to host the 2012 TMAC Conference and AGM is **Wednesday July 15, 2009 at 5 pm EDT**. All submissions must be in PDF format. No late bids will be accepted – no exceptions.

All enquiries and bids should be directed to the Conference Planning Committee:

Tina Hutchinson, Manager, Events & Special Projects
Travel Media Association of Canada (TMAC)
55 St Clair Ave W., Suite 255
Toronto, Ontario M4V 2Y7
Tel: 416-934-0599
Fax: 416-967-6320
Email: tina@travelmedia.ca

The Conference Planning Committee will shortlist 3 – 5 candidates by **Friday, October 30, 2009**. Notification will be given to all successful and unsuccessful applicants at this time.

TMAC BID CHECKLIST (For TMAC internal reference only.)

- Contact Information
- Dates
- Theme
- Venue
 - Registration & storage area
 - Media Marketplace
 - Ballroom
 - Breakout rooms
- Accommodation
 - Media rate
 - Industry rate
 - Internet
 - Extras
- Opening Reception
- Dine-around (or equivalent)
- Pre Tours
 - How many options
 - Maximum number of delegates
- Post Tours
 - How many options
 - Maximum number of delegates
- Local Tours
 - How many options
 - Maximum number of delegates
- Closing Awards & Gala
- Transportation
 - To/from airport
 - To/from offsite venues
- Sponsors & Partners
 - Local
 - Regional
 - Provincial
 - Other
- References
- Story Angles
- Miscellaneous