

# DESTINATION GREATER VICTORIA

## **Request for Expression of Interest Individual Contractor or Agency – Destination Meetings Manager Issue Date: January 20, 2020**

Destination Greater Victoria is seeking an individual contractor or agency to act as the Destination Meetings Manager (DMM) for a one (1) year term. The individual contractor or agency would represent Destination Greater Victoria's meetings, conferences and incentive travel department (Business Events Victoria) and generate leads to secure additional travel to the Greater Victoria area. See below for more information about the project, qualifications, and how to submit a proposal.

### **Closing Date & Time:**

Submissions will be accepted until midnight on Sunday, February 2, 2020

### **Questions:**

Questions must be received before midnight on Sunday, February 2, 2020

### **Contact Person:**

All inquiries and questions regarding this Request for Expression of Interest, including any request for information and clarification should be directed in writing to Destination Greater Victoria's Human Resources Manager, Ruth Eden at [ruth.eden@tourismvictoria.com](mailto:ruth.eden@tourismvictoria.com).

### **Delivery of Proposals:**

Proposals must be submitted by email, in PDF format, to Ruth Eden, [ruth.eden@tourismvictoria.com](mailto:ruth.eden@tourismvictoria.com) by the specified closing date and time.

### **About the Organization**

Destination Greater Victoria is the official not-for-profit destination marketing organization that works in partnership with over 950 business members and municipalities in the Greater Victoria area and surrounding communities in British Columbia, Canada.

#### **Our Mission**

We inspire the world to experience our destination.

#### **Our Vision**

Destination Greater Victoria will be internationally recognized as a leader in sustainable tourism development, ensuring Greater Victoria remains one of the top destinations in the world.

### **About the Project**

The Destination Meetings Manager (DMM) will be an individual contractor or agency responsible for representing Destination Greater Victoria and developing meetings business, conferences and incentive travel to the Victoria Conference Center, and meeting & conference hotels in the destination. The DMM will focus on generating business with a focus on the US and International Market. Success is measured through the number of leads developed, RFP's secured, and increased confirmed hotel night visitation to Greater Victoria and the direct economic impact associated.

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This position will also help to execute Destination Greater Victoria's Business Events Victoria business approach to the corporate, association, and incentive meetings market with a strong focus on developing corporate prospects, leads and RFPs.

The DMM will prospect, secure and close confirmed, new meetings, convention and incentive travel business to Greater Victoria. The contractor or agency will represent Destination Greater Victoria in tradeshows and industry events in market.

The term of the contract will be for one (1) year with an option to renew.

Destination Greater Victoria will be expecting exclusivity in the Destination Marketing and Conference Centre category.

The contract fee is \$65,000 per year. An additional budget will be provided to cover travel and other associated expenses related to tradeshows and client events. The agency or contractor will also be eligible for an incentive program.

## **Key Responsibilities**

- Generate qualified leads.
- Conduct sales calls.
- Attend trade shows and industry events on behalf of Destination Greater Victoria.
- Create and execute in-market sales plan.

## **Request for Expression of Interest Requirements:**

A submission for this Request for Expression of Interest can be in the form of a resume with a list of references. The submission must outline experience and expertise in the meetings and convention industry, and proven success in gaining business.

## **Other Requirements for the Individual Contractor or Agency:**

The individual contractor or the primary contact at the agency must meet the following criterion:

- Advanced negotiating skills, with a proven track record of success.
- A self-starter, with a professional, determined and persistent approach.
- Persuasive sales skills.
- Proven success in identifying, establishing and building strong business relationships.
- Strong sales funnel management and execution.
- Collaborative approach and desire to be a team player.
- Experience working in hospitality, tourism and membership-based organizations is an asset.
- Experience working in complex multi-stakeholder environments, with a solid understanding of the business objectives of the commercial accommodation sector.

## **Interview**

Proponents who have been shortlisted by Destination Greater Victoria after evaluating their proposal will be invited for an interview. To be considered for the shortlist, a Proponent must meet the minimum score for the proposal component of the evaluation.

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It is Destination Greater Victoria's intention to shortlist and interview (in-person, video conferencing or phone call) the top three (3) Proponents with the highest scoring proposals. Destination Greater Victoria reserves the right to decrease or increase the number of those shortlisted depending on the clustering of scores for proposals. Proposals not meeting the minimum scores will not be put forward for consideration. Shortlisted Proponents will be notified via phone or email.

**Request for Expression of Interest Acceptance and Rejection:**

- Submissions received after the specified time on the closing date will be rejected.
- Submissions that do not meet a minimum level of quality against the requirements will not be considered.
- Destination Greater Victoria may disqualify submissions that are incomplete.
- Destination Greater Victoria reserves the right to:
  - Award the Request for Expression of Interest, in part or in whole, to one or more proponents;
  - Accept or reject any or all submissions, and waive irregularities and informalities at its discretion; and,
  - Withdraw the request for information.
- By submitting a proposal, the Proponent waives any right to contest in any legal proceeding or action the right of Destination Greater Victoria to award the contract to whomever it chooses, in its sole discretion, and for whatever reasons Destination Greater Victoria deems appropriate.