

# REQUEST FOR PROPOSAL

**Event Coordination and Execution  
for MLT Aikins LLP**

April 2024

**MLT AIKINS**

WESTERN CANADA'S LAW FIRM

## Summary

MLT Aikins is accepting proposals from qualified event management companies to support the co-ordination and execution of both our internal and client-facing events.

Our events are high-quality, delivering legislative updates and legal information to our current and future clients or providing networking opportunities within our client community and the broader professional services community.

We execute approximately 60 events across all our offices per year, including:

- Informational seminars (both in-person, virtual and hybrid delivery)
- Networking events (wine and cheese receptions, family movie events, women's networking, industry mixers)
- Our firm-hosted events reach ~3,000 annually
- We hold a standard of 9/10 average satisfaction score for all events

We participate in numerous sponsorship activations and tradeshow across Western Canada and co-ordinate an annual lawyers' retreat (hosted within Western Canada) and partners' meeting (hosted within North America).

We are looking for an event management company that can work with our internal events team and existing hotel broker and help with lead-up logistics, day of event on-site support, event debriefs and providing recommendations for the future.

We invite you to prepare a proposal for these services. The following RFP includes a brief background of the firm and provides more detailed information.

## Objectives

Our intent with this RFP is to help accomplish a common event experience across all our markets, while expanding our internal event team's ability during our very busy event seasons (February to June and September to November each year).

Our goal is to effectively connect our clients and prospective clients with the information they need. Our events should convey the calibre of our law firm, position us as one of the leading law firms in Canada, and showcase the thought leadership of our lawyers and legal professionals.

Events should be seamless, well executed and leave attendees feeling enlightened on what can be complex topics, with an understanding of where they can get more information if needed. The event experience should be carefully curated so that it does not detract from the transfer of information or the development of relationships.

We are in search of an event partner who executes flawlessly and ensures that every detail is taken care of. This way, our in-house events team can focus on priorities such as strategic planning and managing relationships.

## About MLT Aikins

MLT Aikins is a growing, full-service law firm of more than 300 lawyers with a deep commitment to Western Canada and an understanding of this market's unique legal and business landscapes.

Based out of six key centres across the four western provinces, MLT Aikins is the only law firm to have offices in Winnipeg, Regina, Saskatoon, Calgary, Edmonton and Vancouver. As one of the Largest Law Firms in Canada (*Lexpert, American Lawyer Media*), we have the bench strength and geographic scope to meet the increasingly complex needs of clients – with an emphasis on the highly sophisticated and comprehensive requirements of major business enterprises.

MLT Aikins is the result of a history of mergers, including the 2017 merger of two widely respected and distinguished law firms, MacPherson Leslie & Tyerman LLP (MLT) and Aikins, MacAulay & Thorvaldson LLP (Aikins). Our history dates back to 1879 and Sir James Aikins, who would go on to establish the Canadian Bar Association.

## Scope of Work

The selected event management company will be responsible for the below tasks, in all markets in which we operate (Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg):

### Event Planning and Strategy

- Collaborate with our internal team to develop event concepts, themes and objectives on pre-established topics and priorities
- Create comprehensive event plans outlining timelines, budgets and resources required
- Recommend potential guest speakers and organizations with common interests that may wish to partner with us to broaden scope and network and add greater depth to our events

### Venue Selection and Logistics

- Identify suitable venues for each event, considering factors such as location, capacity and amenities
- Negotiate contracts and manage logistics related to venue booking, catering, audiovisual equipment, etc.

### Event Prep, Setup and Tear Down

- Work through all details of events such as tradeshow requirements, door prize and draws, procurement of prizes, delivery and setup of items at venue, name tag and print materials co-ordination (We will provide a process document for you to follow)
- Events clean up and return of materials to office

### On-Site Event Management

- Oversee all aspects of event setup, including signage, registration desks, stage and presentation setup
- Co-ordinate and manage tech runs
- Co-ordinate with vendors and staff to ensure seamless event execution
- Manage on-site logistics and handle any issues or emergencies that may arise

## Post-Event Evaluation

- Review post-event evaluation surveys to assess the success of each event and identify areas for improvement
- Provide detailed reports and recommendations to enhance future event planning efforts

## Proposal Guidelines

Interested event management companies are invited to submit proposals addressing the following points:

- **Company Overview:** Provide an overview of your company, including its history, experience and expertise in event management.
- **Team and Resources:** Describe the qualifications and experience of your event management team. Highlight any specialized skills or certifications relevant to this project.
- **Past Experience:** Provide examples of similar events you have co-ordinated and managed in the past. Include references or testimonials from satisfied clients, if available.
- **Approach and Methodology:** Outline your approach to event planning and management, including how you will collaborate with our team and meet our objectives.
- **Budget and Pricing:** Clearly specify and ensure full transparency regarding your pricing structure and any additional costs associated with your services.
- **Insurance Coverage:** Please indicate whether your company has liability insurance. Commercial liability insurance and an Errors and Omissions policy would be considered an asset.

## Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience and expertise in event management
- Quality of proposed approach and methodology
- Demonstrated ability to meet project requirements within budget and timeline
- Cost-effectiveness of proposed pricing structure
- References and past client satisfaction

## Additional Information

- The issuance of this RFP does not commit MLT Aikins LLP to award a contract.
- We reserve the right to reject any or all proposals received.
- All information provided in the proposals will be treated as confidential.

## Timelines

- Question period: Submit any questions via email to dfashola@mltaikins.com no later than 12 p.m. CST on May 1. Responses will be provided by May 6.
- **Proposal deadline: 4:30 p.m. CST on Tuesday, May 14**
- Vendor shortlist and interviews: May 21-23
- Vendor selection and notification: May 27

## Proposal submission instructions

Submit your proposal in PDF format to:

Dabota Fashola  
Events and Marketing Specialist  
dfashola@mltaikins.com

**Proposal deadline: 4:30 p.m. CST on Tuesday, May 14.**

The price you quote should be inclusive. If your price excludes certain fees or charges, please provide a detailed list of excluded fees with an explanation of the nature of those fees.