



RFP No: ASLM/CONF2023/11/18/22

**ASLM Request for Proposal (RFP)
For Conference Coordinator**

STATEMENT OF WORK

Background: The African Society for Laboratory Medicine (ASLM) international conference is the only conference on the African continent that brings together more than 1,500 professionals in laboratory medicine every 2 years. The scientific program features more than 60 seminars and symposia addressing cutting-edge issues, leading and driving the research agenda for the continent. The next conference is planned for December 2023 in Cape Town, SA, to be held in hybrid format.

Purpose: The goal of the work proposed is to continue to meet the expectations of the ASLM conferences by providing a strong experienced conference coordinator to support ASLM2023.

Activities: The conference coordinator will be part of the ASLM team and will report to the ASLM CEO. The coordinator is expected to provide expert input into the logistics of the conference organization and ensure the smooth flow of information and activities between the conference executive committee, the planning team and the local conference vendor. The coordinator will support the organization of the conference as follows:

ASLM2023 planning

Provide overall management and support to ASLM2023 including conference planning and tracking of activities and deliverables, including:

- Develop a project planner/detailed workplan, with timelines and milestones
- Coordinate the selection and contracting of a local conference vendor
- Organize conference planning meetings to ensure coordinated executions of assigned responsibilities
- Support conference logistics
- Ensure the flow of communication amongst all the committee
- Communicate effectively with Conference Chairs, relevant Committees, relevant ASLM departments and other vendors supporting the conference
- Advise on the identification of local expertise

Fundraising

Support fundraising activities including:

- Sponsorship outreach (prior and new sponsors), in collaboration with ASLM leadership
- Sponsorship campaigns, in collaboration with ASLM leadership and communications team
- Sponsorship tracking and monitoring, including using a matrix for sponsor level fulfilments
- In collaboration with the conference vendor, manage all sponsor level fulfilments – e.g. seminars, exhibits, special events, etc.
- Establish routine communication with major sponsors to ensure high quality customer service and all commitments are met

Finance

Provide support as needed:

- Work with the finance team to establish key milestones
- Work with ASLM Finance to seek 100% of sponsorship paid to ASLM2023 Conference

EXPECTED OUTPUTS

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| Part A |
| ➤ Project planner/detailed workplan, with timelines and milestones |
| ➤ Conduct Landscape analysis on local Conference vendors |
| ➤ Develop ToRs for an RFP for the local conference vendor |
| ➤ Support the selection of local Vendor for Conference |
| ➤ Establish communication schedule and mechanisms for conference committees and Conference Chairs |
| ➤ Identify and contact sponsors |
| ➤ Develop and roll out fundraising campaign |
| ➤ Work with ASLM to secure sponsorship commitments |
| ➤ Develop and implement a matrix for sponsor level fulfilments – e.g. seminars, booths, exhibits, special events, etc |
| ➤ Assist with development of the ASLM2023 communications strategy |
| ➤ Engage, manage and track the local Conference vendor to deliver on their ToRs |
| ➤ Ensure ASLM2023 website is developed and launched |
| Part B |
| ➤ Continue fundraising and communication campaigns |
| ➤ Continue conference planning meetings and logistics |
| ➤ Coordinate to ensure ASLM2023 Scientific program is available online |
| ➤ Track and monitor sponsor responses |
| ➤ Work with ASLM and ASLM2023 to seek 100% of sponsorship commitment realized |
| ➤ Work with ASLM Finance to seek 50% of sponsorship commitments paid to ASLM2023 Conference |
| ➤ Work with ASLM to develop cross-cutting sponsorship campaigns |
| ➤ Engage, manage, and track the local Conference vendor to deliver on their ToRs |
| Part C |
| ➤ Continue with conference planning meetings and logistics |
| ➤ Engage, manage and track the local Conference vendor to deliver on their ToRs |
| ➤ Coordinate to ensure ASLM2023 Program Book is available online |
| ➤ Continue with conference communication |
| ➤ Continue to track sponsor responses |
| ➤ Continue to obtain sponsor commitments |
| ➤ Work with ASLM Finance to seek 80% of sponsorship commitments paid to ASLM2023 Conference |
| ➤ Follow up on the sponsor level fulfilments – e.g. seminars, booths, exhibits, special events, etc |
| ➤ Continue to correspond with and manage sponsors |
| Part D |
| ➤ Work with ASLM Finance to seek 100% of sponsorship paid to ASLM2023 Conference |

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| ➤ All sponsor level fulfilments are in place – e.g. seminars, booths, exhibits, special events, etc |
| ➤ Engage, manage and track the local Conference vendor to deliver on their ToRs |
| ➤ Ensure that the sponsor requests are properly addressed during the conference |
| ➤ Ensure that the conference runs smoothly |

How to Apply

Send your completed application by email to rfpsubmission@aslm.org by **16 December 2022**.

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