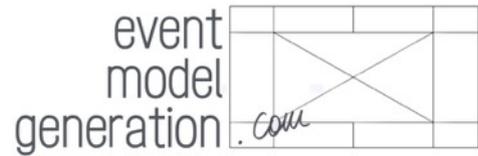


REQUEST FOR PROPOSAL

Hosting an Event Design Training in your Region



what is Event Design and the Event Model Canvas?

The Event Model Canvas is a strategic management template for developing new or documenting existing events and conference models.

It's a visual chart with elements describing an event's promise, how it helps stakeholders to get their jobs done, resolving pains and creating gains within a set framework of commitment and expected return. The canvas articulates how the behaviour changes as a result of having participated in the event as well as stating the required levels of satisfaction against expectations. Additionally the canvas outlines the costs and expected revenues in relation to the customer journey (service design) and the instructional design of the event.

The Canvas helps organisations align their activities by illustrating potential trade-offs of their events. Building a thorough Event Model Canvas can be achieved through a 10 step #EventCanvas methodology where the team involved in the event systematically analyses, describes and outlines the inputs for the components in the final canvas prototypes. The methodology is sequential and makes use of a range of visual thinking techniques including Empathy Mapping (courtesy of xplane), Value Proposition Canvas (courtesy Osterwalder), event ROI methodology (courtesy Phillips ROI Methodology), the Business Model Canvas (courtesy of Osterwalder), Service Design Canvas (Stickdorn & Schneider) and Instructional Design Model (Dick & Carey).

The Event Model Canvas was created by Ruud Janssen and Roel Frissen which builds on the visual framework initially proposed by Alexander Osterwalder's Business Model Canvas based on the earlier work on Business Model Ontology. The Event Model Canvas is available free download under a Creative Commons 4.0 license at www.eventmodelgeneration.com



what is our plan?

The canvas is a free downloadable template which can be used by anyone. We believe this canvas helps professionals to produce more effective events. One of our KPI's is the number of users and the number of users which are proficient in the use of this canvas. that is why we organise EMG Masterclasses in as many countries on all continents. We have a consistently growing user base with a worldwide spread we are looking for partners on each continent or larger region to help us plan, market and organise Masterclasses.

In The Netherlands we partnered with a renowned business university, in the Philippines we work with a partner and a university, in the USA with associations and universities. These are just examples of how we partner. We envision possible partnerships with federations, associations, universities, convention bureaus, trade shows or events.

what do we need?

We need you to plan the event, market the event in your region, organise the event and assist on-site.

Together with EMG we plan a date and a city. You source for a venue and contract the venue. We'll provide you with the right input to set up your marketing to the target audience in the region.

We can provide a registration system which you can use, we'll set it up for you and you collect registrations. You may also choose to do this using your existing platforms.

We will prepare, speak and facilitate the Masterclass.

who is our target audience?

Our target audience are professionals who own an event or the ones who talk directly to the owners of an event. Managers in communication and marketing, corporate event professionals, association executives and intermediates at PCO or agencies.



These professionals see opportunities to have a better and more strategic conversation on how events create value, why the event owner chooses to have an event, how the envisioned result looks like and which stakeholders can be identified.

what type of training do we offer?

We differentiate 3 types of training levels:

- A. 1 day course - Level 1 of Event Design mastery using the #EventCanvas
- B. 2 day course - Level 2 of Event Design mastery using the #EventCanvas
- C. 3 day Event Design Certificate Program - Level 3 of Event Design mastery using the #EventCanvas leading to the Certified Event Designer certificate upon submission of a qualifying Event Design within 6 months after completion of the 3 day course. (see last page for more details on the EDC program)

what are the costs for participants?

Typical registration fee for delegates is 595 EUR exclusive of VAT (if applicable) for a one day course, 1095 EUR for a two day course or Euro 1950 for the 3 day EDC program. Successful participants will be granted 8 Continuing Education clock hours per day of training in domain G: Meeting & Event Design as defined by the Convention Industry Council CIC.

The sessions can hold maximum 30 participants.

what are the costs for the organising partner?

There are two options:

1. You organise, take ownership and responsibility and you hire us to lead the workshop.
You pay our stipend per day of 2950 EUR per trainer (1 or 2 depending on group size) to deliver the masterclass (excluding material and travel)

2. You organise, we share responsibility and share revenue

You sell the Masterclass at the rates mentioned above and we share the revenue. You organise, market and cover the costs on logistics* and we provide the material and we deliver the masterclass. *We expect you to cover: Meeting room and F&B, print outs and accommodation for trainer(s) and airfare for speakers.

All prices are excluding costs for travel and accommodation. We will not charge for time spent on travel, unless otherwise stated. All expenses as per Company Travel Policy of your organisation (add as appendix to your proposal) or if no such appendix is confirmed based on economy class airfare up to 6 hours of travel; business class for intercontinental travel > 6 hours.

Expenses:

Company will pay Trainer for the following expenses incurred while the Agreement between EMG and the Company exists:

1. Communication expenses (Mobile & Wifi connectivity while on business abroad)
2. Lodging and meal expenses if work demands overnight stays
3. Miscellaneous travel-related expenses (transfers, parking and tolls)

We use our bespoke material and visual facilitation for our sessions. Materials we use for the training can be found here: <http://www.eventmodelgeneration.com/shop/>



your proposal

We aim to make every training an exceptional experience for everyone involved (by design). Your support in making that happen is critical. We want to partner with the best. To help us assess you offer please include short descriptions of the following in your offer:

1. a strong motivation why you are the right partner for us?
2. a clear sum up of the market potential
3. a clear understanding of our needs and how you can help us
4. a break down of your costs (divided in fixed and variable) to host this meeting
5. a choice on price model and duration of the Masterclass
6. how this can be a recurring model in your region to replicate and scale the trainings
7. anything you think helps us to choose you

For an additional overview of options to activate the Event Model Canvas for you, please visit the link here: <http://www.eventmodelgeneration.com/pricing/>

We look forward to your response and consider a potential collaboration with you in the near future.

Best regards,

Ruud Janssen, CMM, DES & Roel Frissen, CMM

Creators of the Event Model Canvas are currently authoring the publication “Event Design using the #EventCanvas” with an expected release date in 2016. The alpha version of the book engages multiple stakeholders and contributors and will at first only be available to a selected audience and/or in combination with an #EMG project or workshop.

PS: Download the free Canvas here: <http://www.eventmodelgeneration.com/#download> and see the 111 second explainer video here: <http://www.eventmodelgeneration.com/#video>



SIMPLE BUT POWERFUL

Annette Gregg, CMP, CMM, MBA – VP Conference Experiences, LPL Financial, Boston, MA, USA, lplfinancial.lpl.com

“I really like this simple but powerful #EventCanvas tool and feel it was missing in the marketplace. It helps project leaders create a business case for an event with the stakeholder in mind--it reminds us that customer- centric design is the best approach. “



Download our visual program here: <http://www.eventmodelgeneration.com/wp-content/uploads/2014/08/EDC-visuals.pdf>

EDC – Event Design Certificate Program:

Step 1 – Training to achieve the EDC Certificate of Attendance

- pre-course 90 minute webinar with participants and trainers
- immersive 3 day program, complete agenda will be available online – leading to the EDC certificate of attendance
- all program course materials
- an Executive Student Assistant per team to support you in your Event Design.

Step 2 – Application to achieve the EDC Certificate of Achievement and use the Certified Event Designer CED acronym as a designation

- Using the #EventCanvas to document / design your case study
- 6 months to complete an #EventCanvas of an existing event with support of the #EventCanvas trainers online to achieve the EDC certificate of achievement and use the CED acronym as a designation
- Post program online case study review session



Class sizes = for the Certificate in Event Design Program will be kept to a maximum of 35 candidates to provide for maximum learning and networking opportunities.