



Request for Proposal from Event Management Agency

Closing date: 28th February, 2019

Contact: Vrinda Chaturvedi

Send to: secretariat@nathealth.co.in

13TH Feb 2019

Healthcare Federation of India

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**Requirement and
Timelines**



Main activities and timelines are listed in the below.

#	Activities	Responsible	Date
1.	RFP issued to potential Event Company	NATHEALTH	13 th February, 2019
2.	Confirmation of RFP receipt by replying to the RFP e-mail and Confirmation of the intent to bid	Agency	18 th February, 2019
3.	Submission of the clarifying questions to RFP, if any	Agency	22 nd February, 2019
4.	Submission of RFP	Agency	28 th February, 2019
5.	Shortlisting and request for presentation	NATHEALTH	Within 2 weeks
6.	Closure of Agreement	Mutual	Within March, 15 th 2019

Brief for Event Management Agency to cater to:

NATHEALTH has strategic and tactical support for Event Management

Introduction

NATHEALTH has been created with the Vision to “Be the credible and unified voice in improving access and quality of healthcare”. Leading Healthcare Service Providers, Medical Technology Providers (Devices, Equipments & IT), Diagnostic Service Providers, Health Insurance companies, Health Education Institutions, Medical Journalism companies, Biotech/Lifesciences related companies, Healthcare Publishers, Healthcare Consultants, Home Healthcare companies, PE & VC companies and other stakeholders have come together to build NATHEALTH as a common platform to create the next level of momentum in Indian Healthcare. NATHEALTH is an inclusive Institution that has representation of small & medium hospitals and nursing homes as well as Healthcare Start-up companies. NATHEALTH is committed to work on its Mission to encourage innovation, help bridge the skill and capacity gap, help shape policy & regulations and enable the environment to fund long term growth. NATHEALTH aims to help build a better and healthier future for both rural and urban India.

- Provide strategic guidance
- Brand Advertise & Publicity Plan
- Registration management and support.
- Inviting key stakeholders to the event
- Inviting media
- Email marketing
- Videos and audio-visual content
- Updating the website
- Letters to the editors and influencers
- Sponsorship cost
- Identify and engage event partners and sponsors
- Develop and deploy event marketing campaign.
- Logistics & Operations Management
- Post-event evaluation
- Efficient and swift implementation
- Crisis Communications support
- Demonstrate optimized level of client servicing with a strong Management & Focused, provide strategic counsel and develop & execute plans with due diligence, insight, research and intellect.
- De-brief session

NATHEALTH Background

Indian healthcare is in a truly unique place at this point of time. The positive and negative are at a constant interplay. At one end we have taken giant strides to establish ourselves as a highly skilled medical ecosystem with excellent clinical outcomes, as well as a very powerful value proposition. But this is counterbalanced by a massive disease burden, tangible dichotomies in delivery and a huge infrastructure crunch. To solve this is our most immediate challenge. It will take effort. It will take commitment and a lot more.

Healthcare stakeholders in India have to come together and work along with policy makers to create an environment that will power the next wave. NATHEALTH is the genesis of this movement. It is the forum that will facilitate the shift in mindset, delivery and decision making. It is our vision to build a better and a healthier future.

For more information, log on to <http://www.nathealthindia.org>

Conference History

- NATHEALTH has hosted Six Annual Meeting Conferences to date, as follows:

Event Partners

- Invest India
- Australia Unlimited
- Principal Media Partner
- BTVI (Business Television India)

Knowledge Partner

- Bain & Company

Concept Partners

- Deloitte
- PWC
- BCG (The Boston Consulting Group)

NATHEALTH Present Focus

NATHEALTH is built on the firm cultural foundation of Members centricity and the four pillars of Ethics, Talent Engagement, Quality and service, all of which dovetail seamlessly to deliver high quality member experience. Its competencies encompass areas Health awareness, Quality, Cost, Custom Duty, amongst others.

The Event Management will develop a communication plan in line with the NATHEALTH Annual General Meeting program highlighting 5 core pillars, Health awareness, Quality Improvement, Talent Engagement, Cost and Community Connect, to build thought leadership profile and opinion reflected reporting.

RFP Recruitments

RFP Recruitment

NATHEALTH is seeking proposals from qualified individuals/firms to provide bilingual event management services for the delivery of its 6TH Annual Meeting being held during August, 2019

The conference location will be in New Delhi, India

The Conference's success is measured by:

- Quality of the program/Speakers
- Partnership with Healthcare Eco System
- Delegate retention
- Number of Exhibitors and Exhibit revenue received
- Number and nature of conference sponsorship
- Efficiency and effectiveness of pre-conference and on-site registration procedures
- Efficiency and effectiveness of pre-conference and on-site conference logistics
- Quality of production values
- Budget Adherence
- Influencer outreach
- PR and Social Media Visibility (Before and during the event)
- Delegate feedback
- NATHEALTH Community involvement

Preparation, Materials & On-site Conference Coordination

- Ship all supplies to venue
- Make recommendations, select & acquire requisite gifts, delegate and other promotional material including delegates' kits & materials
- Provide for airline convention rates
- All required hotel, speaker, exhibitor and sponsor liaison
- Set up Conference secretariat and requisite supplies/equipment/ for same
- Ensure adequate staffing of secretariat (note: all staff will be available with a minimum of 9 and maximum of 11). Advise and identify if any specialists are required and the function that they would perform.
- Ensure the highest possible production standards
- On-site registration (see above) & staffing of same
- Determine and provide all necessary signage
- Provide all necessary hand-out material
- Provide speakers preparation room and scheduling for same
- Monitor and respond effectively to audio visual needs
- Monitor and respond effectively to all speaker and exhibitor needs
- Coordination and stage direction of Banquet & Convocation

Event Company Priorities (To be Submitted)



Planning Event Agency, executing plans and delivering results in alignment with the business objectives and brand image of NATHEALTH as a global Centre in Quality and Health with strong investor confidence.

Qualification of the Agency

Proposed Period of Service

It is proposed, that should you be successful in your pitch, than the proposed period of service will be from _____ for a period of One year till _____. Following this, there will be a formal review of service provided during the year to determine whether the agreement may be extended.

Commercial Proposition

Costs should be submitted on a monthly retainer basis for the proposed year. Please mention clearly your payment terms for the aforesaid proposal.

Proposed Team

Please outline proposed team credentials, team profiles and time allocation on the account. The team should be present while sharing the presentation.

Correspondence with NATHEALTH

All responses, questions, submission and subsequent correspondence should be through email, unless specified otherwise. To ensure effective communication, the agency should appoint one nodal officer with whom all correspondence with NATHEALTH will be completed. From Healthcare Federation of India (NATHEALTH), for any further clarification on RFP, please send in your queries to below mentioned contact.

Ms. Vrinda Chaturvedi
secretariat@nathealth.co.in