



SESAM Request for Proposal Professional Congress Organizer (PCO) & Secretariat Services

Introduction to SESAM

The Society for Simulation in Europe (SESAM) is dedicated to promoting the use of simulation in healthcare for education, training, and research. With over 500 members worldwide, SESAM brings together professionals from diverse backgrounds within healthcare and medical education, united by their interest in medical simulation. Whilst European in name, we are truly international in nature, proudly representing simulation professionals from all over the world and influencing decision-makers with our advocacy,

Our primary income stems from our highly successful Annual Meeting, which hosted over 1,300 attendees in 2024. We are expanding our year-round offerings, including forums and online events, to engage with current members and attract new ones. Our Annual Meeting remains our core activity, where exhibitors and delegates from around the world gather, creating valuable networking opportunities.

Further information about SESAM can be found on our website.

Project Overview

SESAM is seeking proposals from qualified companies to provide the following services:

- **Professional Congress Organizer (PCO) Services:** Management and organization of SESAM's Annual Meeting and associated events.
- **Secretariat Services:** Support for the day-to-day operations of SESAM, including administrative, financial, and membership management tasks.

Companies may choose to bid on either the PCO or Secretariat services, or both, and are required to submit separate quotations for each.

Scope of Work

SESAM is seeking proposals for the following services. Each service should be quoted separately:

Professional Congress Organizer (PCO) Services

The PCO will be responsible for managing and organizing SESAM's Annual Meeting and associated events, ensuring successful execution with a focus on logistics, delegate experience, exhibitor management, and financial control.

This will be a **3-year contract**, with the possibility of renewal. Given the significance and impact of SESAM's Annual Meeting, SESAM reserves the right to review and participate in the selection of key professionals assigned to work on SESAM's events over the contract period. This process aims to ensure consistency, maintain high-quality standards, and align with SESAM's expectations.

Additionally, stability within the PCO team is crucial for maintaining operational excellence and achieving consistent results. While acknowledging that team compositions may evolve, any major personnel changes should be minimized and require prior consultation with SESAM. Any changes that could significantly impact the organization and continuity of the event must be clearly justified and managed to prevent disruptions.

PCO Services should include:

— Pre-congress Planning and Organization:

- Venue selection and management, including negotiation of contracts with hotels, conference centers, and other suppliers.
- Coordination of site inspections and liaison with venue representatives.
- Abstract management: Organizing submission, reviewing, and final program presentation (expected volume: 600 abstracts, 1,200 delegates in 2025).
- Development of the scientific and social program in collaboration with the SESAM Scientific Committee.
- Speaker and delegate management, including invitations, accommodations, travel, and special requests.

— Registration and Delegate Services:

- Online registration system management.
- Delegate support before and during the event, including inquiries, travel, and accommodation assistance.
- On-site delegate management, including check-in and help desk.

— Exhibitor and Sponsor Management:

- Coordination with exhibitors and sponsors for booth setup and communication.
- Financial management of sponsorship packages and exhibitor payments.
- Development of promotional opportunities for exhibitors to engage with delegates (e.g., presentations, networking opportunities).

Marketing and Comms:

- Provide regular updates to abstract submitters and delegates
- Create and manage marketing/ comms plan to promote the event

— Financial Management¹:

- Preparation and management of the congress budget.
- Handling payments, reconciliation, and financial reporting.
- VAT, tax, and legal compliance in relation to the congress operations. Financial Administration:
- Management of SESAM's bank account, payments, and invoices, ensuring compliance with tax and financial regulations (e.g., VAT handling).
- Financial reporting and budget management in collaboration with the SESAM Treasurer.
- Provision of monthly financial reports and audits as required by the SESAM Executive Committee.
- Assistance in setting up credit card accounts or expense management systems for SESAM committee members.

— Event Logistics:

- Audio-visual equipment coordination.
- Management of catering, transportation, and other supplier arrangements.
- Liaison with local vendors, handling venue-specific logistics (e.g., health and safety regulations).

— On-site Support:

- Full logistical support during the event, including registration, exhibitor setup, delegate flow management, and problem-solving.
- Coordination of volunteers and temporary staff.
- Post-event debrief and evaluation, including feedback collection.

— Post-congress:

- Delivery of final financial reconciliation report.
- Management of post-event communications (feedback surveys, thank-you notes).
- Reporting on attendee demographics, abstract submissions, and sponsor engagement.

¹ **Note:** While both PCO and Secretariat roles involve financial aspects, the PCO's focus is specifically on congress-related finances, while the Secretariat supports broader organizational financial management in collaboration with the Treasurer.

Secretariat Services

The Secretariat service will support the Executive Committee in its strategic and operational goals. with responsibility for SESAM's day-to-day operations association management and liaison with PCO.

Secretariat Services should include:

— Strategic direction:

- Provide strategic advice and support on policy and governance
- Lead on strategic goals as identified by Executive Committee, ensuring successful delivery
- Represent SESAM Executive Committee vis a vis third parties (PCO, LOC, registration authorities, Association bodies, etc)
- Coordinate elections to positions on Executive Committee
- Coordinate SESAM representation at other meetings
- Proactively seek opportunities for SESAM engagement at international level

— Marketing and Comms:

- Develop and maintain visibility of SESAM's strong public profile across all platforms
- Ensure clear corporate identity aligned with brand guidelines
- Create content and manage society social media channels

— Administrative Support:

- Coordination of communications between the Executive Committee and SESAM members, including WhatsApp channels, emails, newsletters, updates, and event information.
- Organization of meetings (Executive Committee meetings, Strategy meetings, Extended Committee meetings, Annual General Meeting, Industry Partner updates), including collating materials for presentation, preparing agenda, producing minutes, and ensuring follow-ups.
- Coordination of projects and committees (Communities of Practice, Accreditation, Affiliations, Sim Uni)

— Membership Management:

- Management of SESAM's membership database ensuring smooth processing of membership applications, renewals, and payments.
- Support for membership engagement, including responding to member inquiries, handling renewals, and developing retention strategies.
- Implementation of a membership communication plan to keep stakeholders informed year-round.
- Management of the membership platform and data security compliance, including GDPR.

— Event Coordination:

- Provide strategic direction/ representation of Executive Committee on planning and delivery of SESAM's other events and online forums, ensuring year-round engagement with members.
- Represent the Executive Committee advising the PCO on all matters related to SESAM's Annual Meeting and other events.

— IT and Data Management:

- Management of SESAM's digital platforms, including the website and membership portals.
- Support for virtual meetings and webinars.
- Ensuring compliance with SESAM's data privacy policies and applicable regulations (GDPR).

— Financial Management²:

- Liaise with Treasurer to review income and expenditure
- Ensure financial viability of projects including Annual Meeting

Secretariat Staffing Requirement

To maintain continuity and build on the work established over the past years, SESAM will have preference in selecting the Secretariat assigned to our organization. The Secretariat will be contracted through the selected company, but SESAM will nominate the individual for this role. This arrangement requires the Secretariat to provide 30 hours per week of services dedicated to SESAM. The individual may engage in other activities for the company for the remaining hours as per their contract. The specific terms of the contract, working conditions, and other details will be discussed and agreed directly between the individual and the company.

This contract will be for a **3-year period**, with the possibility of renewal upon mutual agreement.

² **Note:** While both PCO and Secretariat roles involve financial aspects, the PCO's focus is specifically on congress-related finances, while the Secretariat supports broader organizational financial management in collaboration with the Treasurer.

Proposal Submission Guidelines

Companies may choose to bid on one or both services, but separate quotations for each service are required. If your company offers additional services beyond what is outlined above, please highlight them. If there are services you do not provide, please specify.

Timeline for Submission and Selection Process

- **Proposal Submission Deadline:** Proposals must be submitted by **7 April 2025** to **rfp.submissions@sesamsociety.org**. During this period, companies may request additional information to help prepare their quotations.
- **Initial Review:** By **14 April 2025**, companies will be informed if they are eligible to proceed to the selection process.
- **Further Inquiries and Meetings:** Companies may be contacted by the SESAM Selection Committee to schedule meetings or provide additional information.
- **Final Decision:** The final decision will be announced on **5 May 2025**.

All companies will be notified of their status throughout the process.

Data Privacy

SESAM is committed to protecting your company's privacy. The information provided in your proposal will be used solely for this selection process and will not be shared with third parties or competing companies. Only the selected company will be publicly announced on our website. The final budget will be disclosed only to certified SESAM members. A comprehensive report summarizing the evaluation process will be shared with SESAM members, detailing findings and assessments of the final five shortlisted companies.

Selection Criteria and Notes

SESAM reserves the right not to select any company if the proposals do not align with our financial capacity or organizational needs.

Companies should clearly specify which services they are able to provide, highlighting any beyond the mandatory and optional features listed. Please also specify any services that are not offered by your company.

For any inquiries or additional information requests, please contact us at

rfp.submissions@sesamsociety.org