



REQUEST FOR PROPOSAL: EVENT/CONFERENCE PLANNER
Cities: The Future of Health Summit
TBD Winter 2026/Spring 2027

OVERVIEW

The [Big Cities Health Coalition](#) (BCHC) is seeking a qualified and experienced event planner contractor (“Event Planner”) to manage the planning and execution of BCHC’s *Cities: The Future of Health* Summit which will also serve as a recognition of our 25-year anniversary. The goal of the event is to convene leadership and staff from the nation’s largest metropolitan health departments to celebrate 25 years of collective impact while advancing a forward-looking focus for urban public health. The Summit will foster shared learning, strengthen cross-city collaboration, and catalyze innovative strategies to address pressing challenges, ultimately supporting members to improve the health and well-being of the communities they serve. As outlined in additional detail below, there will also be a few stand-alone events adjacent to the summit.

Desired event planning services include, but may not be limited to, site selection, event planning and production, sponsorship support, and overall event management coordination, including day-of event coordination, budget creation and management, and implementation of program as outlined by BCHC. The event will be held in Washington, D.C., between March and June of 2027, depending in part on space availability and costs.

ORGANIZATIONAL INFORMATION

BCHC is a 501(c)(3) nonprofit organization founded nearly 25 years ago as a forum for the leaders of America’s largest metropolitan health departments to exchange strategies and jointly address issues to promote and protect the health and safety of the 62 million people they serve. Together, these public health officials directly affect the health and well-being of nearly 1 in 5 Americans.

EVENT DESCRIPTION

The Summit will feature at least five distinct but interrelated and co-located events:

- A one-day (pre or post summit session) conference focused on opioid settlement investments
- A one-day (pre or post summit session) conference focused on community safety and violence prevention
- A one-and-a-half-day conference program centered on the *Cities: The Future of Health* theme, to include both plenary and breakout session content, and open to those who register
- A half-day, closed session for BCHC lead health officials within member jurisdictions
- Possible small half-day sessions for training or other convening
- A dinner and/or reception

The two pre/post sessions will be largely funded by federal dollars; remaining events will be funded by other (non-federal) resources, including sponsorship revenue. The pre/post sessions will be approximately 100 to 150 people; the core conference up to 250 attendees; the closed members session 50; and the reception/dinner TBD. It is likely that breakout space will be needed for all four days. Content and flow of the conference is still under discussion, in part due to space availability and budget.

SCOPE OF WORK

The Event Planner will be responsible for:

- Identifying space for all events, including solicitation, negotiation, and contracting support
- Serving as lead on all event coordination, venue, and run of show details
- Supporting BCHC in securing sponsorships
- Working with BCHC staff on all aspects of event marketing, program, and distribution
- Creating and managing event registration process
- Providing regular, timely event updates to BCHC
- Responding to attendee issues and questions in a timely manner
- Developing post event evaluation process and analysis

The Event Planner will be expected to provide all services necessary and appropriate to manage and execute the Summit, including but not limited to the services (“Services”) detailed herein. All decisions must be approved by BCHC prior to finalization.

A budget will be created collaboratively between the Event Planner and BCHC staff. The Event Planner is responsible for adhering to, tracking, and reporting on budget compliance in each update meeting.

The Services outlined herein are not intended to be exhaustive. The selected Event Planner will be expected to be: organized; detailed oriented; flexible; effective with verbal and written communication; calm under pressure; and a negotiator in the best interest of BCHC, among other needed skills. Experience working with federal dollars/partners is a plus. The payment structure will be provided on an incremental basis over the contract period, agreed upon with the Event Planner and BCHC with the anticipated contract start date of in early April 2026 ending 2 weeks post-event.

Any services not articulated in this scope but deemed critical to the event's success should be addressed in the RFP response.

Task one: Site Selection and Budget Determination

- Draft specs for meeting space
- Solicit proposals that include available dates in winter/spring 2027 and initial estimate of costs (note BCHC has started this process so proposal solicitation may be completed while this RFP is being responded to)
- Work with BCHC to lock in dates and execute a contract
- Create a draft minimum budget to achieve the outlined events and goals of each session

Task two: Pre-Event Management

- Establish regular communication with BCHC on an agreed-upon cadence
- Work closely with BCHC to determine layout and flow of the individual events and subsections of each agenda to ensure appropriate mix of programming and associated logistics
- Draft, manage, and finalize project plans, budgets, timelines, and deployment schedule; oversee execution of all related tasks
- Work with BCHC to create a sponsorship packet and execute asks as appropriate
- Secure the best possible pricing for all expenditures relating to the Summit in adherence to BCHC's procurement policy (which will be shared) and providing appropriate documentation for BCHC's files
- Manage guest registration, contact lists, and event communications (in partnership with BCHC's communications team)

- Serve as liaison with vendors, venues, sponsors, and stakeholders (“Third Parties”) and upon BCHC’s written request, serve as proxy for certain matters
- Ensure all required insurance certificates are obtained
- Meet and act as primary point of contact for related vendors, including but not limited to food and beverage; production, to include audio and visual, lighting, set design and fabrication, décor; branding and design, to include design and printing of signage, promotional materials, program book, nametags, etc.; and Photographer
- Advise on staffing needs onsite over the course of the summit and create a staffing plan

Task three: On-Site Event Support

- Oversee setup and strike of equipment, furniture rentals, AV, staging, room setups, signage, sponsors space, registration, gift bags, and any other related line items
- Manage all vendors and event staff
- Act as lead staff member on site for all four days of the event
- Respond to attendee logistical issues and questions during the event

Task four: Post Event Support

- Prepare final expense report for budget reconciliation to include in-kind donations, discounts, and actual costs
- Work with BCHC to ensure final payments are made and appropriately documented
- Develop post-event evaluation and analysis

DELIVERABLES

- Develop (and update as needed) a detailed project plan for BCHC with timeline, estimated benchmarks and target dates, and agreed-upon budget, which details anticipated tasks and required expenses
- Maintain a budget spreadsheet of event costs
- Schedule and provide regular updates of progress on timeline and project plan via routine check-ins or in writing
- Draft, manage, and distribute a complete production schedule
- Collaborate with BCHC on overall event script, providing logistics and timing cues to keep the program on time
- Other duties as assigned

RFP RESPONSE

*Responses to this RFP should be emailed to Chrissie Juliano (juliano@bigcitieshealth.org), BCHC's Executive Director, **by March 31**.*

BCHC will review responses on a rolling basis to expedite selection process. The response should include a narrative of similar experience, whether/how the applicant can meet the requirements, include any tasks that are missing from this RFP, list three references, and include a *budget by task*. BCHC's staff is small and will lean heavily on the planner so BCHC urges applicants to be realistic in their initial cost estimate.

BCHC will evaluate responses based on completeness, capabilities to do all that is needed, experience with similar events (including knowledge of using federal funds for such events), and in part, by cost estimates.