

**European Evaluation Society**  
**Call for Expression of Interest for**  
**Association Management Services**  
**Conference Management Services (Professional Conference Organisation)**

**9 February 2017**



# EUROPEAN EVALUATION SOCIETY

## Call for Expression of Interest for:

### Association Management / Secretariat Services Conference Management Services (Professional Conference Organisation)

#### *1. Introduction*

The European Evaluation Society (EES) is the pan-European society of evaluation professionals ([www.europeanevaluation.org](http://www.europeanevaluation.org)). Its primary goal is to promote theory, practice, and utilisation of high quality evaluation especially, but not exclusively, within European countries.

The present call seeks expressions of interest to fulfil the double role of Association Manager / Secretariat services provider (AM) and Professional Conference Organiser (PCO) for the EES. The contract would be for an initial period of two years, and might be extended for subsequent two-year periods, based on performance. The contract is expected to be signed before the summer of 2017 with activity taking up as from the last quarter of 2017.

The following sections explain background and requirements for both roles.

#### *2. Association management / Provision of EES Secretariat services*

The EES counts evaluators as well as other professionals from academia, consultancies, and public and private organisations, which work at national/local, international or bi/multilateral level. It has a membership of more than 600 and around 25 institutional members. The EES has a Board of approximately 8 members (not including co-opted members) which is responsible for coordinating and initiating the activities of the Society. The Board members like any other persons involved in the life of the Society, except for the AM and PCO, work on a **fully voluntary basis**.

The Association Management / Provision of EES Secretariat services would include but not be limited to the following (types of) activities:

1. Support to the EES Board (through liaison with, in particular, the Secretary General, President and Vice-President); this includes organising, attending, minuting meetings; making sure that defined actions are followed-up, etc.
2. Support to EES Board elections, i.e. setting up and administering the on-line voting mechanism for election of new Board members
3. Perform the membership administration and maintain contacts with the membership; this includes outreach activities, collecting members' dues and send membership renewal reminders; keeping the Society's membership records up-to-date; send mass mailings for EES announcements, etc.
4. Support the EES in organising the Annual General Meetings, which, according to EES statutes, need to be organised every year
5. Liaising with the publishing house Sage in view of the distribution of the "Evaluation" journal that EES members are entitled to
6. Support the Connections Editorial Board in publishing Connections, the EES Newsletter
7. Managing incoming and outgoing payments and keep track of those
8. Support the EES treasurer in preparing annual financial statements, liaising with the accountant/auditor, liaising with the EES bank
9. Support the EES in providing the secretariat of the NESE network (Network of Evaluation Societies in Europe) and, wherever relevant, other networks (e.g. IOCE (International Organisation for Cooperation in Evaluation) and EvalPartners)

10. Maintenance of the EES website including textual amendments
11. Developing marketing material for the Society; more generally, support the Society in developing and implementing a marketing strategy and provide active support in searching for funding opportunities
12. Support the Thematic Working Groups wherever necessary (an overview of those TWGs can be found on the EES Website)
13. Support to non-biennial conference events (support to the biennial conference is described below)
14. Keep EES monthly statistics and report those to the EES Board
15. Keep the Society's other documents and records

These activities are generally carried out in cooperation and coordination with, and under supervision of, one or several EES Board members or other EES members; the composition of the EES Board and the division of responsibilities over its members can be found on the EES website.

We would expect that the AM proposes a person dedicated to working with the EES (not necessarily full time), supported by the AM's organisation and infrastructure more broadly. We expect the Association Manager to be proactive, innovative, up-to-date with modern Association Management and Secretariat techniques, in particular as IT is concerned.

More information about the EES can be found on its website.

## ***2. Professional Conference Organiser***

The EES' major event is its biennial international conference for evaluation professionals in Europe and globally. EES' 12<sup>th</sup> biennial conference was held in September 2016 in Maastricht (the Netherlands) with the theme "*Evaluation Futures in Europe and beyond. Connectivity, innovation and use.*" Around 700 delegates attended this conference, including bursaries which were paid by sponsorship income (particularly from bi-, and multilateral organisations). The three-day conference counted 182 sessions allowing for 268 papers to be presented and 74 panels to be held. Around 00 persons attended the 18 preconference workshops.

EES is planning to organise a similar 3-day conference at end September / early October 2018, in a place yet to be defined. The Conference organisation and set-up will be similar to previous ones and consist of keynote lectures, and parallel strands with thematic paper sessions, panels and posters. The conference will be preceded by two days of pre-conference workshops for training and professional development, facilitated by reputed evaluators-trainers.

The conference will have an overall conference coordinator and a programme coordinator, which are generally, though not necessarily, volunteers emanating from the EES Board. The preconference workshops have their own coordination. The PCO will work in close collaboration with those different persons.

More information on past conferences can be found on the EES Website.

EES is looking for a Professional Conference Organiser (PCO) to provide logistical support (including, wherever relevant, IT support) to the conference as well as the pre-conference workshops. This can be an organisation or company, for profit or non-profit, with documented experience in the organisation of international conferences of a similar nature and the ability to support such a conference in a European city.

The basic requirements/tasks for this assignment are as follows:

1. Ability to manage the conference service as a full project with responsibility for all logistical matters and administration, including registration of delegates for conference and pre-conference workshops

2. Management of the workshop programme including call for abstracts, logistics of review process, scheduling of sessions and publishing abstracts through an online system
3. Administration of and communication with participants from online registration to conference follow-up through an online system
4. Ability to manage information technology side of facilities such as for webinar or similar, video recording of key note speakers and audiovisual aids
5. Establishment, operation and post-conference maintenance of a conference website, which will become the property of the EES
6. Ensure optimum use of the conference and pre-conference workshop covering plenary hall, break out rooms, reception rooms, speakers preparation room, catering for coffee breaks, lunches, conference dinners, local event(s), etc.
7. Organisational presence on conference site, i.e. organisational office hosting the PCO's conference manager and her/his team for the full week of the conference with printer, copying machine, Internet connection, etc.
8. Management of sponsorship and bursary arrangements
9. Support to the marketing of the conference
10. Handling all incoming and outgoing conference payments, and appropriate financial reporting on the conference in close collaboration with the EES accountant/auditor
11. Liaising as appropriate with relevant stakeholders (EES Board, EES Secretariat, local agents, delegates, etc.)
12. After the conference, provide conference report to EES Board and other interested stakeholders (e.g. sponsors)

As an indication, the 2017 Conference budget (revenues) was in the order of 350 000 Euros.

#### ***Process for call for Expressions of Interest***

Interested organisations should submit an Expression of Interest (EoI) addressing the above points by **27 February, 23:59 hrs CEST**. This should contain, *in any case*:

- a cover letter including the motivation to respond to this Call for EoI
- a detailed description (3 pages max for each of the two roles) on how the organisation plans to address the above requirements/tasks for each of the two roles
- a description of the company, including the following elements
  - o number and description of clients for which association management services have been provided in the past 5 years, with an indication of the duration of the AM contracts, and the type and size of clients
  - o number of similar conferences organised over the past 5 year, with an indication of duration, number of delegates, approximate number of parallel sessions (if applicable) and location
  - o annual turnover over past 3 years and respective shares of Association Management and Conference Organisation therein
  - o number of employees dedicated to Association Management and Conference Organisation on total employees
- three references per role (can be the same if the two types of services have been provided to one single client)
- 2 recommendation letters per role (2 for the AM role, 2 for the PCO role, hence at least 4 in total) from similar clients
- CVs of relevant staff (up to 3 for each role), including project director and (type of) staff that would possible work on any of the two roles
- a description of current quality control procedures in place for each of the two roles

A shortlist of maximum **three candidates** will be invited to submit a full proposal.

The subsequent indicative timetable is as follows:

- 10 March 2017: invitation to submit a full proposal to qualified candidates

- 26 March 2017: deadline for submission full proposal
- 23 April 2017: final selection of service provider
- 31 May 2017: contract signature and start of conference process
- 1 September 2017: start of contract
- 1 December 2017: conference website live

A handover period with the current AM/PCO may be considered.

The EoI should be sent only by electronic mail to the EES Secretary General, at [SG@europeanevaluation.org](mailto:SG@europeanevaluation.org) and **should not exceed 10 Mb**. References to websites (e.g. download of annual reports, additional documentation) are allowed as submission material if explicitly referenced in the EoI.

#### **DISCLAIMER**

The European Evaluation Society or its Board:

- cannot be held liable for any costs incurred by potential candidates in preparing the EoI or in preparing an eventual proposal and such costs will not be reimbursed
- maintains the right to not communicate about any decisions regarding the selection
- reserves itself the right to at any time stop the qualification process without having to communicate the reason for this to any potential candidate