



Consultancy opportunity: Event Coordinator

Expression of Interest

We are looking for an Event Coordinator to support an upcoming Bonsucro conference in Cuernavaca, Mexico, taking place 20-23 May 2024.

Deadline for submissions: **28 November 2023, 5:00pm GMT**

1 About Bonsucro

Bonsucro is the leading sustainability standard and platform for sugarcane. We are a global force, convening over 300 members from more than 50 countries, with one purpose: to collectively accelerate the sustainable production and uses of sugarcane. We bring people and businesses together in this powerful, inclusive network that drives change. And through our events, we provide a platform for the sector to collaborate and innovate.

From 20 to 23 May 2024, we will gather over 250 representatives from the sector for our flagship conference, Bonsucro Global Week (BGW 24), in Cuernavaca, Mexico. Bonsucro Global Week is the world's premier event for sustainability in sugarcane. It's a unique four-day event of learning, sharing, and networking that attracts stakeholders and decision-makers from all parts of the sugarcane sector. We discuss complex global challenges, hear from world-class speakers and industry experts, and learn from inspiring success stories. We provide our audience with an opportunity to see sustainability innovation in action on our field trips, and also through inviting our sponsors and supporters to exhibit their products. The event also includes a social programme consisting of an informal cocktail event and formal awards ceremony/banquet.

2 Objectives

2.1. Overview

Bonsucro seeks a competent and dynamic event coordinator to help plan and manage the logistics and administration for BGW 24 before, during, and after the event. The Event Coordinator will be the primary focal point for all logistics of the event, responsible for both coordination and execution of tasks as necessary to provide a quality event experience for all participants attending BGW 24, as well as our sponsors.

The Event Coordinator will act as liaison between Bonsucro and various external vendors, including the hotel, audio-video technicians, designers, transport providers, and others as needed. The Bonsucro Communications and Event Manager will be the main contact at Bonsucro and will help support the Coordinator with making decisions and getting the relevant information from Bonsucro.



The Event Coordinator will meet with the Bonsucro Global Week committee once every two weeks to help shape the event and provide advice and input. In the week running up to the event, a selection of Bonsucro staff will be in Mexico and available to help support the Event Coordinator with preparations and other tasks to ensure a smooth-running event.

The Event Coordinator will also be expected to provide suggestions and other advice for how to ensure a top-quality event and experience for all delegates.

2.2. Objectives of assignment

Prior to BGW (December 2023 – May 2024, expected level of effort= 50 days)

- **Planning:** Help Bonsucro identify required products, services and activities to ensure a top-quality, professional event and experience for participants, including optional items within the budget that could enhance the event.
- **Venue:** Coordinate with the venue on all preparations including, but not limited to: ensuring we make best use of the space, selecting the appropriate set-up for each of the rooms throughout the week; catering; participant flows; VIP considerations; interpretation set-up; necessary signage; quality control and testing of set-up.
- **External vendors:** Act as the main point of contact for all logistical needs of all external vendors, including, but not limited to: audio-video team; interpreters; transport providers; photographer and videographer to cover the event; catering providers for field trip.
- **Event administration:** Support administration of the event by keeping all documentation up to date and filed appropriately. This would include but isn't limited to creating and sending sponsorship agreements, maintaining spreadsheets, sending formal invitations to speakers, gathering presentations, filing contracts with service providers, storing communications assets and materials such as speaker photos, biographies, and marketing materials.
- **Support with communications and marketing:** Work with Bonsucro's communications team to make sure that the website is kept up to date and relevant materials are translated between English and Spanish. Help create marketing opportunities by providing new details about the event that will encourage people to buy tickets.
- **Sponsorship liaison:** Act as the main point of contact for confirmed sponsors and ensure that the sponsorship packages are fulfilled. This would include, ensuring that logos are on all digital and physical signage, answering questions, working with sponsors on logistics to ensure timely delivery of services and products.
- **Event budget:** Ensure Bonsucro knows all potential expenses in advance and help prioritise based on available budget.
- **Implementation of Bonsucro's event sustainability policy:** Liaise with all the event's product and service providers and agree on a set of sustainability principles and procedures that will be followed.



During Bonsucro Global Week (20-23 May 2024, expected level of effort = 4 days)

- **Coordination:** Act as the main event coordinator, directing staff from venue, external vendors and Bonsucro staff to ensure all necessary tasks are done and that the event operates smoothly and on time.
- **Participant registration:** Manage the process for delegate registration at the beginning of the event.

After the event (24 –30 May 2024, expected level of effort = 6 days)

- **Event break-down:** Provide coordination of all event break-down activities immediately upon conclusion of the event to ensure all parties (venue, vendors, participants) fulfil their responsibilities for closing the event.
- **Vendor engagement to close outstanding contracts:** Engage with vendors to ensure all final accounts are checked for accuracy, and forwarded to Bonsucro's accounts team for payment.
- **Lessons learned:** Compile and develop a short, lessons-learned document about event logistics, planning and operations, including input from venue, vendors, sponsors and Bonsucro staff.

3 Expected deliverables

- **Event plan and checklist**, ideally using an on-line system to support collaborate and track progress, it is expected that this event plan be updated on a weekly basis.
- **Event budget** to be developed with Bonsucro covering both essential expenditures and relevant optional enhancements.
- **Delegate attendance lists** for all event activities – tracking which attendees attend which breakout sessions, ensuring that delegates and split into appropriate groups for activities like the field trip.
- **Lessons-learned document** including feedback from the event coordinator, venue, vendors and Bonsucro staff to help host successful events in the future.

4 Required skills, competencies and deliverables

- 5-10 years demonstrated event management experience in Mexico, ideally in a similar role or role with multi-faceted responsibilities for similar or larger events.
- Experience managing a diverse range of event-related vendors.
- Experience coordinating event logistics on-site during events.
- Fluent in Spanish and proficient in English (all committee meetings will be in English).
- Strong organisational skills.
- Knowledge of sustainable event organisation.
- Ability to work with people of diverse cultures and backgrounds.
- Ability to take initiative and work independently.



5 How to Apply

All interested applicants are requested to send an expression of interest consisting of a:

- I) CV or company profile.
- II) Cover note (maximum 2 pages) demonstrating how they meet the required skills, competencies and experience.
- III) Indication of their day rate – we anticipate that this assignment will require 60 days to complete.

All “Expressions of Interest” must be sent to communications@bonsucro.com and should be received by 28 November by 17:00 GMT. We will notify applicants by 1 December 2023 if they have been shortlisted.

Shortlisted applicants will be requested to prepare a more comprehensive proposal outlining the steps they will take to complete this consultancy assignment as well as provide the names of three references. This document will need to reach Bonsucro by 11 December 2023.