

RFP 23-58079
Appendix A: Statement of work
Event and activity coordinator and producer

Background

The National Research Council of Canada (NRC) is Canada's largest federal research and development organization, with more than 4,000 employees and researchers in facilities across Canada.

At the NRC, diversity is a source of excellence, creativity and innovation. Our respectful and inclusive work environment enables our people to give their best every day. We strive to value equity, diversity and inclusion (EDI) in everything we do.

Throughout the year, the NRC organizes a number of activities, both virtual and hybrid, with participation ranging from 500 to 3,000 people.

The NRC is looking to qualify one or more service providers for a standing offer of services related to the coordination and production of virtual and hybrid activities.

Every year, the NRC hosts the *Celebrating the Success of Women in STEM Symposium* to celebrate International Day of Women and Girls in Science (February 11). In 2023, over 1,400 people from across Canada registered to participate in inspiring discussions on various themes, including female ambition and leadership; equity, diversity and inclusion in research; STEM career opportunities in the federal public service; climate change; emerging technologies and health priorities, with 17 women leaders in STEM. The virtual activity featured booths from federal government organizations, as well as a virtual science poster session showcasing the scientific work of over 100 women from across the country, raising the profile of their scientific contributions.

Example of other activities:

A major annual activity for the organization, TechX is an opportunity each year for NRC researchers and other professionals to learn about the wide range of research and technology programs and projects of interest at the NRC; to make new connections across the organization; and to participate in stimulating discussions about new research ideas and best practices that could lay the groundwork for future collaborations. In 2023, TechX adopted a hybrid format that showcased an assortment of presentations on research and technologies of great interest to the NRC. Four 2-hour sessions around the NRC's strategic planning priority areas were held in April and May 2023. About 20 presenters were on site at the NRC, and approximately 550 people visited the virtual platform for each session to listen to the presentations and ask questions.

Objectives

The goal of these activities is to share information and encourage interaction between participants. The initial NRC project and initial call-up will be the Celebrating the Success of Women in STEM Symposium, a virtual activity that aims to promote women's research and leadership with the following objectives:

- promote the scientific contributions of women;
- stimulate STEM careers at all levels;
- provide networking opportunities for researchers and generate new research collaborations; and
- promote career opportunities within the federal government.

Celebrating the Success of Women in STEM Symposium 2024

In 2024, the Symposium will take place during the week of February 5, with activities predominantly on February 8 and 9, 2024. It will be open to federal government researchers, their students and collaborators in Canadian academia and industry.

The 2024 Symposium will have three components (a scientific component, a career development and leadership component, and a component offering networking opportunities). Related activities may include:

- electronic scientific posters submitted by researchers and made available to participants for viewing and discussion;
- thematic roundtables with presentations by researchers who have submitted a poster, moderated by an expert in the field;
- networking opportunities;
- keynote speeches;
- a roundtable; and
- training activities for the development of technical skills (e.g., programming languages) or building inclusive teams for research and innovation.

Expected attendance: between 1,000 and 2,500 participants

Services required

- Project planning and management (note that the announcement of the chosen themes and the launch of invitations are scheduled for autumn 2023 for the Symposium);
- Coordination and preparation of regular meetings with partners (including agenda and discussion topics, and follow-up);
- Direction and production of the activity, including the different scenarios required for the various sessions;
- Coordination and quality control for the production of the activity, the platform and webcasting
- Simultaneous translation, subtitling, sign language, etc.;
- Development and maintenance of a bilingual Web platform that not only provides interactive components and complies with the accessibility requirements of the

Government of Canada, but also protects the personal information of participants, speakers and organizers;

- Preparation of communication products (e.g., automated emails, information documents, Web platform content). The NRC will assume the cost of translating texts into English (or into French where appropriate). The NRC will assume the production of promotional products including content for social media, the NRC website, as well as visuals and content intended for NRC employees;
- Manage registrations and maintain databases and periodic reports for organizers;
- Manage the poster submission process and the posting of electronic posters submitted by researchers; and
- Post-activity reporting including participant feedback and participation statistics.

Expertise

The selected company will offer a combination of relevant skills, including:

- direction and production of virtual activities;
- project management and event organization; and
- fluency in spoken and written English and French.

Knowledge and experience of policies (e.g., accessibility, protection of personal information, Web usability, Web interoperability, optimization of websites and applications for mobile devices), procedures and legislative requirements governing communications, financial transactions and business ethics of the Government of Canada will be considered an asset.

Other:

- The selected company must be available for meetings between 9 a.m. and 5 p.m. Eastern time.
- For activities with a face-to-face component, contractors visiting the NRC in person may be required to undergo a security review.

Cost

For the initial NRC project and call-up, the maximum budget is not expected to exceed \$85,000 (plus taxes).