



WORLD COUNCIL  
OF OPTOMETRY

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## **Request for Proposal (RFP)**

# **Co-Hosting the 4<sup>th</sup> World Congress of Optometry 2021**

**January 22, 2018**

### **About the World Council of Optometry (WCO)**

The WCO's mission is to facilitate the development of optometry around the world and support optometrists in promoting eye health and vision care as a human right through advocacy, education, policy development and humanitarian outreach. As an international organization, the WCO is dedicated to the enhancement and development of eye and vision care worldwide.

As a global professional membership organization, the WCO represents over 200,000 optometrists across six world regions: Africa, Asia Pacific, Eastern Mediterranean, Europe, Latin America and North America. WCO membership categories include country, affiliate, corporate and individual members from around the world. In 2017, the WCO celebrated its 90-year anniversary!

The WCO is the only global optometric body in official relationship with the World Health Organization (WHO) and partners with many eye care organizations which share the same goal of high quality eye health and vision care being accessible to all people.

### **About this RFP and the World Congress of Optometry**

The purpose of this RFP is to solicit proposals from WCO members to co-host the 4<sup>th</sup> World Congress of Optometry in 2021. The Congress three-day programme will feature accredited clinical and educational tracks which cater to a broad range of delegates. The exhibition, with some of the world's leading service and equipment suppliers, will highlight the latest in technological and patient care advances that will enable optometrists to maximize their potential to make a significant impact on patients and the vision

impairment crisis. Future generations of optometrists are acknowledged and highlighted in the many student presentations and posters. This congress provides them with a forum to network with corporations, educators and researchers and broaden their career aspirations.

The 1<sup>st</sup> World Congress of Optometry was held in Medellin, Colombia in August 2015 where we co-hosted with our member FEDOPTO from Colombia. It was a resounding success with approximately 2,400 international delegates attending over the three-day conference. The 2<sup>nd</sup> World Congress of Optometry was held September 11-13, 2017 in Hyderabad, India where we partnered with our members – the Asia Pacific Council of Optometry and the India Vision Institute, and had approximately 1,100 international delegates attending over the three-day conference. In both cases, the 1<sup>st</sup> and 2<sup>nd</sup> World Congresses of Optometry were organized in conjunction with WCO member annual regional/national meetings. The WCO is pleased to announce that our 3<sup>rd</sup> World Congress of Optometry will be co-hosted with our member, the American Academy of Optometry in October 2019 and will be held in Orlando, Florida, USA.

RFP responses should address the following criteria, which will be carefully assessed during the review process:

- WCO member organization's credentials and experience in co-hosting large optometric events and conferences
- Ability to meet specific deadlines outlined in this RFP and the Congress Co-Hosting Agreement, which will be executed between the WCO and the co-hosting WCO member organization
- Itemized costs for all services provided, including expenses

#### **GENERAL WCO MEMBER ORGANIZATION INFORMATION**

- 1) Please provide a brief overview and history of your organization, including the number of years you have been in existence and the optometric events and conferences you have hosted.
- 2) Describe your organization's mission.
- 3) Provide a summary of your organization's operations, including your organizational structure, board of trustees and minimum functions of management, finance, communications and marketing.
- 4) How many employees work for your organization and how many would be dedicated to co-hosting the 4<sup>th</sup> World Congress of Optometry?
- 5) Describe your proven relationships within the optometric profession and industry to ensure good commercial exhibit attendance.
- 6) Outline the development of optometry in your country/region, and relationships with various recognized optometric organizations and institutions of optometric education.

#### **EXPERIENCE**

- 7) Describe your organization's experience with co-hosting large optometric events and conferences including dealing with visas and online registration.
- 8) What is your experience seeking sponsorship for events? Please share your ideas for possible sponsorship support.

- 9) Do you offer any feature(s) that might be unique to the international event and conference community? What distinguishes your organization and services from others in the field of optometry?
- 10) Describe your working relationships with local and national authorities, including the local Tourism Bureau.
- 11) Describe the ease of transferring monies to the proposed hosting country, and/or the possibility of online payments to the WCO member organization.
- 12) What are the visa requirements for your country?
- 13) Explain your communications and marketing capacities to support the development of the communications and marketing tools for the Congress (including its website) in a creative and cost-effective manner.
- 14) Define your willingness to take the lead promoting the Congress in your country/region.
- 15) Provide a list of popular tourist attractions near your proposed Congress venue.
- 16) Explain the accessibility and infrastructure that your Congress venue has in place for large events and conferences.
- 17) Please confirm your Congress venue has a sufficient number and range of hotel rooms to accommodate many international delegates over a five-day period.
- 18) Explain any relationships your organization may have in place with national and/or local level government and if so, how these relationships might be leveraged to assist with the Congress.
- 19) Provide a detailed description of your organization's event and conference co-hosting services plan for the WCO, including a list of deliverable services.
- 20) Describe your process for responding to WCO information requests.

We anticipate a 4th World Congress of Optometry co-host selection announcement by the end of 2018. Please provide any other information that you believe is pertinent to this RFP. Thank you for your time and interest in responding.

**DEADLINE FOR RFP APPLICATIONS: JUNE 30, 2018.**

Please send your response to:

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Questions regarding this RFP should be sent by email to [sue.chiles@worldoptometry.org](mailto:sue.chiles@worldoptometry.org).