

# Conference Event Planner

The California Bicycle Coalition (CalBike) seeks an event planner to facilitate the 2022 California Bicycle Summit to be held in Uptown Oakland from April 6-9, 2022. The conference will draw 250-350 diverse participants from a variety of backgrounds and sectors: community leaders and bicycle advocates as well as advocates for transit, walking, , housing, racial and gender equity, and other intersectional issues; professional planners and engineers from the private sector and from local and state government agencies; elected officials; and bicycle industry leaders. Scholarships and community engagement will help to ensure an inclusive event whose participants reflect the diversity of California's population.

Less formal social events will kick off the summit on Wednesday evening, April 6. April 7-8 will include plenary sessions in the California Ballroom and up to four simultaneous breakout sessions at the Oakstop event space between Broadway and Telegraph at 17th Street. Several sessions will be mobile tours in Oakland and nearby cities in the Bay Area. On Friday, participants will be able to join the East Bay Bike Party, which will pass through Uptown Oakland that evening. Meals will be served at various times throughout the conference (though some meals may not be included). We will close a portion of Telegraph Ave. adjacent to Oakstop during breakout sessions for informal socializing, staging of an e-bike demo, and meals. We will provide secure attended bike parking for the duration of the event. April 9 may include some events at the event center and some mobile tours.

In collaboration with CalBike staff and the summit steering committee, the event planner will be primarily responsible for the following aspects of the event:

## Logistics

- Order food and coordinate with caterers, emphasizing locally-owned providers and environmentally-friendly choices
- Coordinate with caterers and venue staff to serve meals
- Coordinate with OakDOT and venue staff to manage the reserved outdoor area on a closed portion of Telegraph (either the whole street, or a couple lanes adjacent to the event venue). Develop a contingency plan in case of rain
- Coordinate with venue staff to ensure A/V needs are met, and to provide excellent A/V support at all sessions
- Prepare signage to help participants navigate the venue and support the event's goals (e.g. directing people to various breakout rooms; schedules posted on the door; sponsor posters; safety reminders)

- Develop a plan to manage check-in and onsite registration, including provision of whatever schwag we want to provide, pre-printing of name tags and other materials as necessary, etc.
- Develop a plan for onsite exhibitions by sponsors. The likely location will be outdoors on a closed portion of Telegraph, but other areas may be available if necessary.
- Coordinate the logistics for an e-bike demo in an outdoor area, where sponsoring e-bike companies will provide bicycles, and summit participants (and others) will be given the opportunity to try riding the bikes
- Help coordinate outside events, including by recommending events. These are yet to be determined, but could include the following: a movie night at the Parkway Theater, a concert at the California Ballroom, joining the Bike Party on Friday night.
- Identify area hotels for all income levels and seek discounts for summit participants
- Manage a homestay system, matching local residents with a room to offer with participants in need of a room
- Recruit and manage volunteers to help as necessary during and leading up to the event, including a few people to act as security monitors, specially trained in diversity, equity and inclusion (DEI) to help all attendees have a fun and stress-free event.
- Facilitate training for volunteers to serve as DEI helpers.
- Manage the logistics of bike tours, including securing bike rentals and coordinating with tour leaders as necessary to ensure smooth execution of the sometimes complicated aspect of mobile tours (pre-purchasing of transit passes or bike share passes, collection of signed waiver forms, provision of helmets, plans to help if a bike is disabled, etc.)

### **Onsite Logistics Manager Responsibilities**

- Manage the check-in processes and last-minute registrations, including handling disputes or confusion about someone's registration status
- Manage volunteers and staff
- Coordinate with mobile tour leaders as necessary to support the tours' smooth execution
- Address last-minute issues for speakers such as A/V problems
- Implement contingency plan if necessary
- Quickly answer questions of staff or participants as necessary
- Support the needs of exhibitors: electricity if possible, tables, chairs, etc.)

### **Request for Proposals**

This is an exciting opportunity to meet Oakland's community leaders and bicycle advocates from around the state. You can have an important role in helping the 2021-2022 California Bicycle Summit meet its goals of inspiring a new cohort of California's bicycling advocates to make their

communities more equitable, prosperous, and healthy places where the joy of biking is accessible to most people. Is this job for you?

This is a part-time, temporary, consultant position. Compensation is a flat rate, paid in installments. If you are interested, apply to [jobs@calbike.org](mailto:jobs@calbike.org) detailing your experience with event planning, especially how it applies to Oakland, and your requested fee and schedule for the service. Please include three references who can speak to your ability and experience planning and managing a similarly complex event.