



TERMS OF REFERENCE FOR PROVISION OF EVENT MANAGEMENT & PR SUPPORT FOR THE “AFAWA FINANCE SERIES: TANZANIA”

1.0 BACKGROUND

The **African Development Bank (AfDB)** and **African Guarantee Fund (AGF)** in collaboration with the **Tanzania Bankers’ Association** are organising a business development training and engagement series targeting 200 participants including banks and key microfinance institutions, women SMEs, and policy makers in Tanzania.

The event is a physical event that will hold in **Dar es salaam** from **Tuesday 26th July to Friday 29th July 2022**.

2.0 OBJECTIVES

The “Financing African Women Series” seeks to give visibility to the AFAWA initiative (**Affirmative Finance Action for Women in Africa**) and its activities in Tanzania, while providing a platform for all stakeholders to dialogue and showcase the many advantages that women SMEs can contribute to the Tanzanian economy.

The overall goal of the program is to achieve the following:

- Strengthen the understanding of the AFAWA initiative and its guarantee mechanism.
- Equip the financial institutions with general knowledge on being a gender sensitive financial institution.
- Leverage the 2X challenge and the opportunities the AFAWA Guarantee offering can provide to de-risk their women SME portfolio.
- Increase the ability of the financial institutions to address the financial and non-financial needs of Women SMEs.

3.0 SCOPE OF WORK

The successful event management consultant will be responsible for the preparation and management of all logistical issues and arrangements related to hosting a successful “AFAWA Finance Series” in Tanzania. Working closely with AfDB & AGF teams, the consultant will identify suitable service providers, as needed, and liaise with them regarding all required services.



Detailed specifications for the services and tasks being requested under this assignment include:

Event Management

- Secure and liaise on-site with venue for the 3-day event, managing all necessary requirements i.e., rooming (Conference room, VIP lounge, media room, side meeting rooms), banqueting, deco, signage, audio-visual equipment, photo booth etc.
- Deliver physical invitations to key stakeholders as required.
- Arrange and manage participants' registration on the days of the event.
- Set up a staff secretariat room for event partners for the duration of the event.
- Organize the official cocktail.
- Arrange and confirm shuttle service for airport pick-up for event partners.
- Arrange and manage VIP transport for high-level participants.
- Arrange accommodation for AfDB & AGF participants.

PR & Media Support

- Design and produce branded material i.e., e-cards, e-shots, information pack, banners, stationery, nametags, name plates, goodie packs etc.
- Invite journalists to attend and facilitate interviews with key stakeholders.
- Facilitate media buying and follow-up to ensure coverage.
- Provide three-day full-service photography and videography.
- Film side interviews with selected participants.

In addition to above tasks, the firm will be required to regularly report/update, the Event Committee members throughout the organization period, to ensure a smooth coordination of the event.

4.0 REQUIRED QUALIFICATION AND EXPERIENCE

The event management firm should have a proven track record of having organized at least three events of international standards (references and contact persons will be required). The successful firm will be selected based on their past relevant experience and qualifications of key staff.

5.0 SUBMISSION OF PROPOSAL

Interested firms with the required qualification and experience may submit their **Expressions of Interest and Budget** to the following address: communications@agf.africa on or before **Monday, 4th July 2022 at 0800hrs EAT**