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

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### **1.0 BACKGROUND**

The African Development Bank Group (AfDB) and the African Guarantee Fund (AGF) are organizing a business development training and engagement series targeting 200 participants including financial institutions, women led and owned SMEs, and high-level representation from the Ministries of Finance, Trade, Industry and the Central Bank in Ghana.

The event is a physical event that will hold in **Accra** from **Tuesday 31st January** to **Thursday 2nd February 2023**.

### **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 Ghana, while providing a platform for all stakeholders to dialogue and showcase the many advantages that women SMEs can contribute to the Ghanaian 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 Ghana. 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, staff secretariat room), banqueting, deco, signage, audio-visual equipment, photo booth etc.
- Deliver physical invitations to key stakeholders as required.
- Set up and manage an online registration portal.
- Manage participants' registration on the days of the event.
- Propose MC and Moderators for the event.
- Arrange and manage airport transfers for event partners.
- Arrange and manage VIP airport transfers for high-level participants.
- Secure accommodation for event partners.
- Facilitate interpretation services as will be required.
- Livestream the event via provided YouTube channel.
- Provide ushers to guide and direct participants during the event.
- Organize the official cocktail and ensure attendance by guests.

### **PR & Media Support**

- Design and produce branded material i.e., e-cards, e-shots, information pack, banners, stationery, nametags, name plates, goodie packs etc.
- Prepare press releases in collaboration with AfDB and AGF communication teams.
- 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.
- Prepare social media plan and execute it pre, during and post event.

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.
- Prepare a final post-event report detailing the conference and training outcome.
- Conduct a survey to be completed by all participants at the end of the event.



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#### **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 Proposal** to the following address: [communications@agf.africa](mailto:communications@agf.africa) on or before **Friday, 30<sup>th</sup> December 2022 at 1200hrs EAT**