

REQUEST FOR PROPOSAL

SUBJECT:

**TENDER FOR THE SELECTION OF AN PUBLIC RELATIONS AGENCY TO
SUPPORT IN THE ORGANIZATION OF THE AFAWA FINANCE SERIES:
KENYA**

REF: AGF/RFP/AFAWA/2023/004

**Launching Date: October 12, 2023
Closing Date: October 19 ,2023
1700Hrs EAT.**



TERMS OF REFERENCE FOR PROVISION OF PR SUPPORT FOR THE AFAWA FINANCE SERIES: KENYA

1. BACKGROUND

The African Guarantee Fund in partnership with the African Development Bank's Affirmative Finance Action for Women in Africa (AFAWA) initiative are organizing the 5th edition of the AFAWA Finance Series targeting key stakeholders to dialogue and showcase the many advantages that women SMEs can contribute to the Kenyan economy. The series is of paramount importance for financial institutions as it analyzes the existing opportunities and proposes solutions aimed at unlocking financing for women SMEs.

In this context, a business development, training and engagement series with partner financial institutions, key regulatory-policy stakeholders and government agencies is proposed to strengthen the understanding of the AFAWA initiative and its Guarantee for Growth (G4G) program. The series also aims to explain how the program can help de-risk financial institutions that on-lend to Women SMEs, while increasing their value proposition for the Women entrepreneur's market. The AFAWA Finance Series will also give high visibility to the AFAWA initiative and its activities in Kenya.

The event is a physical event that will be held in **Nairobi** from **Tuesday 21st November** to **Thursday 23rd November 2023** and involves the following activities:

- A High-level Gender Finance Conference that will bring together the Directors/CEOs of the different stakeholders in the financial services sector, Development Financial Institutions, Government and Business Development Service Providers to deliberate on the opportunities, challenges and solutions in availing financing to women entrepreneurs in KENYA, and
- A 2-day Credit Risk and Product Development Training in Gender Finance for Senior Managers of Financial Institutions in KENYA.

The AFAWA Finance Series has previously been held in Tanzania, the Democratic Republic of Congo, Ghana, Angola and Nigeria.

2. PURPOSE

The purpose of this Request for Proposal (RFP) is to identify the appropriate agency to provide PR support for the upcoming AFAWA Finance Series in KENYA.

The AFAWA Finance Series seeks to give visibility to the AFAWA initiative and its activities in KENYA, while providing a platform for all stakeholders to dialogue and showcase the many advantages that women SMEs can contribute to the Kenyan economy.

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

- Strengthen the understanding of the AFAWA initiative and its guaranteed 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. SCOPE OF WORK

The successful agency will oversee all media relations before, in the duration of the event and after, as required, working closely with AGF Communications team and Event Management Firm. The agency will be tasked with organizing a high-level press conference after the official opening ceremony, which will be attended by the keynote speakers.

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

- Prepare list of relevant stakeholders from Government, DFIs, Central Banks & Financial Institutions and schedule pre-event meetings on behalf of partner organisations.
- Prepare target media list comprising local, regional, and international media.
- Prepare event press release.
- Brief officials, if required, and prepare information packs for the various spokespersons.
- Prepare media packs for the journalists.
- Prepare and manage content strategy i.e., prepare pre, during and post event social media plan and manage any outsourced content creation i.e., influencer marketing and blogger relations.
- Invite journalists to attend the press conference and facilitate interviews with key stakeholders.
- Organize and manage the press conference including having a coordinator on-site.
- Prepare media buying plan and follow-up to ensure coverage.

- Prepare list of influencers and engage for event campaign.
- Collaborate with the event’s production team to obtain pictures and footage of the event for dissemination to mainstream media and social media platforms.
- Collaborate with event’s production team to film side interviews with selected participants.
- Collaborate with event’s production team for the packaging of conference and side-interview videos.
- Collaborate with event management team to prepare a properly designed Conference and Training narrative report
- Facilitate media monitoring and prepare final media report upon completion of targeted coverage.

4. DELIVERABLES

For this event, the following deliverables are expected:

- a) Deliverables before event
 - Develop media list and media outreach strategy.
 - Develop list of influencers and engagement strategy
 - Detailed pre, during and post-event social media plan.
 - Prepare proposed stakeholder meeting schedule for event partners.
 - Record of proforma invoices from all service providers and third-party contractors for the event demonstrating the selection procedures and justifying the attribution of the contract.
- b) Deliverables after event
 - Submission of all receipts and justifications for any funds spent after conclusion of the event.
 - Provide a comprehensive media list with complete information and contact details.
 - Video at the end of the event profiling the Series’ impact.
 - Prepare, in coordination with the Event Management Firm, a final post-event report detailing the conference and training outcome.

The recruited agency will be required to submit all receipts and justifications related to the event to AGF within 5 days from the conclusion of the event.

Payments will be made by AGF to the agency based on deliverables. The specific deliverables will be determined at a later stage of the process.



5. REQUIRED QUALIFICATION AND EXPERIENCE

All bidding vendors must

- i. Have a proven track record of having provided PR and Media Support for at least 5 years.
- ii. **Work Examples:** Provide a description of relevant past projects and examples of prior work preferably in events of international standard.
- iii. **Experience and Qualifications of key staff:** Provide resumes or online portfolio for each individual who will be assigned to provide the services and designate individual who will have the primary responsibility for overseeing the services.
- iv. **References:** Provide 3-5 client references including short description of the project and contact information.

6. EVALUATION CRITERIA AND METHODOLOGY

AGF will review submitted proposal for qualifications. The choice for a contract will be based the following criteria:

- i. Expertise and Experience of the agency in our niche
- ii. Quality of PR support/campaigns done in the past
- iii. Past relevant experience
- iv. Experience and Qualifications of key staff
- v. Cost

7. SUBMISSION PROPOSALS

Interested firms with the required qualification and experience may submit their proposals both Technical and Financial to the following address: procurement@africanguaranteefund.com on or before **19th October 2023** at **1700hrs EAT**.

Awardees will be contacted directly via email.

NOTE: -

AGF reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged in, other than to inform the bidders of the outcome of the process.