

REQUEST FOR PROPOSAL

SUBJECT:

**TENDER FOR THE SELECTION OF AN EVENT MANAGEMENT FIRM TO
COORDINATE THE ORGANIZATION OF THE AFAWA FINANCE SERIES:
KENYA**

REF: AGF/RFP/AFAWA/2023/003

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

TERMS OF REFERENCE FOR PROVISION OF EVENT MANAGEMENT SOLUTIONS FOR THE AFAWA FINANCE SERIES: KENYA

1.0 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 6th 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, Nigeria and Angola.

2.0 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 Kenya. Working closely with AGF team, 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:

- Secure and liaise on-site with venue for the 1-day Conference and 2-day Training, 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 and follow up on attendance confirmations for both conference and training.
- Set up and manage an online registration portal.
- Manage participants’ registration on the days of the event.
- Propose MC and Moderators for the event.
- Design and produce branded material i.e. event branding, e-cards, e-shots, information pack, banners, stationery, nametags, name plates, goodie packs etc.
- Procure high level gifts for different levels of speakers i.e. Opening Ceremony speakers, Panellists etc.
- Provide three-day full-service photography and videography
- Avail pictures and footage of the event to PR Agency for dissemination to mainstream media and social media platforms on the day of the Conference
- Provide a rapporteur to prepare an account of all proceeding of the 3-day event.
- Livestream the event via provided YouTube channel and all other social media platforms.
- Recruit and manage ushers for the event
- Organize the official cocktail and ensure attendance by guests.

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.
- Conduct a survey to be completed by all participants at the end of the event.

3.0 DELIVERABLES

For this event, the following deliverables are expected:

- a) Deliverables before event
 - Full list of confirmed participants for the event with complete information about their designation, institution of affiliation and contact details.
 - 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 attendance list with complete information about participants' designations, institutions of affiliation and contact details.
 - Prepare a final post-event report detailing the conference and training outcome based on rapporteur's report and in collaboration with PR Agency.

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.

For each event, payments will be made by AGF to the firm based on deliverables. The specific deliverables will be determined at a later stage of the process.

4.0 EVALUATION CRITERIA AND METHODOLOGY

A two-stage process shall be adopted in evaluating proposals. Proposals shall be ranked according to technical score (Nt) and financial score (Nf) using the weights (T = the weight given to the technical proposal, 70%), (F = the weight given to the financial proposal 30%) (T + f = 1). .

The final score shall be calculated as follows: Final Score (NG) = (Nt x T%) + (Nf x F%)

a) **Technical Evaluation (Weight 70%)**

Bidders shall obtain a minimum of 70 points following evaluation of technical proposals ("Qualifying Technical Score") to be considered for financial evaluation. Bidders obtaining less than the Qualifying Technical Score shall be rejected. The Bank shall carry out the evaluation applying the evaluation criteria and point systems specified in the below table. Each responsive

proposal shall be attributed a technical score based on the Technical Evaluation (weighing 70%) and live Demonstration (weighing 30%).

	Criteria	Points	
1	MANAGEMENT APPROACH, EXPERIENCE AND TECHNICAL CAPABILITIES		25
1.1	Understanding of the work, including creativity and thoroughness shown in understanding the objectives of the TOR and specific tasks, and planned execution of the project. Knowledge of the East African Region.	5	
1.2	The firm should have a minimum of five years of work experience in the area of event management, particularly in organizing events in several countries within the Eastern African sub-region.	5	
1.3	Experience working with the international organizations, UN organizations, government organizations, Banks or other similar institutions. (Past experience with AGF will be an added advantage.)	5	
1.4	Proven history of international standard quality event production. (Photos/Samples of work must be provided.)	5	
1.5	Quality and effectiveness of the allocation of personnel and resources.	5	
2	PROPOSED METHODOLOGY AND APPROACH		20
2.1	Provide a detailed description of the methodology for how the firm will achieve the TOR, keeping in mind the appropriateness to local conditions and project environment. (Knowledge of the Region)	5	
2.2	Degree to which the bidder's proposal demonstrates an understanding of logistics, schedule, and any other issues AGF should be aware of.	5	
2.3	Evidence of specific methods and techniques for completing each discrete task, to include such items as quality assurance, and customer-service.	5	
2.4	Ability to produce quality events under strict time limits.	5	
3	PAST PERFORMANCE		20
3.1	The bidder's history of successful completion of similar projects; history of producing high-quality events and other deliverables; history of staying on schedule and within budget. Similar projects must convey similarity in topic, dollar value, workload, duration, and complexity. Experience with similar projects (event with over 100 participants) Three (3) certificates of satisfactory performance (5 points) Over (3) certificates of satisfactory performance (10 points).	10	
3.2	Experience in Public Relations, Communications, Advertising and Marketing	10	
4	PROJECT PLAN		20
4.1	Describe the overall project plan toward planning and implementing this activity. Include an organization chart for the management of the project describing the relationship of key positions and designations.	10	
4.2	Execution Plan: Timeline for successful assumption of responsibilities (period required to commence services); critical path for successful implementation;	10	

	action plan clearly identifying responsible parties; chronological list of tasks that would be involved from accepting the tender to successful implementation; proposed service levels and related indicators; Quality assurance procedures.		
5	COMPOSITION AND QUALIFICATIONS OF PROPOSED TEAM		15
5.1	The currency, quality and depth of experience of individual personnel in working on similar projects. A minimum of three (3) years of experience in event management services and be able to communicate/interact with local staff and governmental staff. (attach CVs of key staff). The key staff should have working proficiency in English.	5	
5.1	Head of team should have at least three (3) years of experience as Manager and at least five (5) years of experience in the field of event management. The Manager should be able to demonstrate how they will effectively supervise and coordinate the workforce. (attach CV)	10	
	TOTAL TECHNICAL SCORE		100

An offer is declared technically valid and is considered for the financial analysis if it obtains a minimum score of **Seventy (70) points**.

b) Financial Evaluation

The financial proposals shall be checked for completeness and corrected for computational errors.

For the purpose of evaluation, AGF will convert all bid prices expressed in the currency of the RFP in which the bid price is payable, into the AGF's Units of Accounts (UA) by using its monthly moving average rate for the applicable month (deadline for submission of proposals).

The financial proposals shall be evaluated in accordance with the formula below. The bidder or bidders with the lowest financial proposal (Fm) shall be given 100 points. The financial scores of the other bidders (F) shall be computed as follows:

$$\mathbf{Nf \text{ (financial score)} = 100 \times Fm / F}$$

(F = amount of financial proposal converted in the common currency)

c) Final Ranking

Final Ranking: Proposals shall be ranked according to the Total Technical Score (Nt) and financial score (Nf) using the weights $T + F = 1$ (T = the weight given to the technical proposal, 70%), (F = the weight given to the financial proposal 30%).

$$\text{Final Score (NG)} = (\text{Nt} \times 70\%) + (\text{Nf} \times 30\%)$$

The bidder or bidders with the highest combined technical and financial score will be ranked first and eligible for award of the contract.

5.0 SUBMISSION OF PROPOSAL

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

Awardee 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.

PROPOSAL / METHODOLOGY / DESCRIPTION OF THE APPROACH / SOLUTION

In this section, the Bidder should provide a comprehensive description of how he will provide the required Services in accordance with the Terms of Reference (TOR) included in this RFP. A framework is provided below to guide and assist the Bidders in structuring their Technical Proposals.

- a) Technical Approach, Methodology, and Organization of the Bidder's team. {Please explain your understanding of the objectives of the assignment as outlined in the Terms of Reference (TOR), the technical approach, and the methodology you would adopt for implementing the tasks to deliver the expected output(s); the degree of detail of such output; and describe the structure and composition of your team. Please do not repeat/copy the TORs in here.}
- b) Work Plan and Staffing. {Please outline the plan for the implementation of the main activities/tasks of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), critical path, method for monitoring and reporting, action items indicating party responsible for implementation [i.e., Bidder or the Bank], period required to commence services, and tentative delivery dates of the reports. The proposed work plan should have proposed service levels and related indicators, Quality assurance procedures, complaint management process, warranty, etc. and should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan and work schedule showing the assigned tasks for each expert. A list of the final documents (including reports) to be delivered as final output(s) should be included here. The work plan should be consistent with the Work Schedule Form.}
- c) Technical Competence and Experience: {Please provide the client with the list of major customers and description of type of services provided. Provide data/information on, at least three previous contracts of a similar nature.}
- d) Comments (on the TOR and on counterpart staff and facilities): {Your suggestions should be concise and to the point, and incorporated in your Proposal. Please also include comments, if any, on counterpart staff and facilities to be provided by the Client. For example, administrative support, office space, local transportation, equipment, data, background reports, etc.}
- e) Bidders should provide details of the current disaster recovery and business continuity program they may have in place and how this would ensure continuous provision of the required services if contract.