

REQUEST FOR PROPOSAL

SUBJECT:

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

REF: AGF/RFP/AFAWA/2024/004

Launching Date: 23rd August, 2024

Closing Date: 03rd September, 2024

1700Hrs EAT

TERMS OF REFERENCE FOR PROVISION OF EVENT MANAGEMENT SERVICES FOR THE AFAWA FINANCE SERIES: SOUTH AFRICA

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 8th edition of the AFAWA Finance Series targeting key stakeholders to dialogue and showcase the many advantages that women SMEs can contribute to the South African 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 South Africa.

The event is a physical event that will be held in **Johannesburg** from **Tuesday 15th October** to **Thursday 17th October 2024** and involves the following activities:

- A High-level Gender Finance Conference targeting 120 participants. This 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 South Africa, and
- A 2-day Credit Risk and Product Development Training in Gender Finance for 60 Senior Managers of Financial Institutions in South Africa.

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

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 South Africa. 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:

2.1. Venue and Logistics

- 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, branding, signage, audio-visual equipment, photo booth etc.
- Ensure accessibility and safety measures are in place.
- Arrange and manage VIP/CIP, airport meet and greet services for event partners.

2.2. Planning and Execution

- Develop a detailed event management plan indicating timeline.
- Regularly update, the Event Committee members throughout the organization period, to ensure a smooth coordination of the event.
- Manage event flow according to the agenda.
- Recruit and manage ushers.
- Procure high level gifts for different levels of participant i.e. Chief Guest, Panelists, Delegates etc.
- Design and produce event branding i.e. stage backdrop, podium, banners, signage, stationery, nametags, name plates etc.
- Livestream the 1-day conference via provided social media channels.
- Assist PR Agency in filming and packaging side interviews with selected participants.

2.3. Follow-up

- Prepare a post-event report, in collaboration with the PR Agency, summarizing key discussions and action points.
- Share all event coverage content e.g. photos, videos (edited and b-roll).

3.0 DELIVERABLES

For this event, the following deliverables are expected:

- a) Deliverables before event
 - Comprehensive event management plan indicating timelines.
 - 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.
 - Prepare a final post-event report detailing the conference and training outcome.
 - Submission of event coverage material.

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 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. AGF 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 South African Region.	5	
1.2	The firm should have a minimum of five years of work experience in event management, particularly in organizing events in several countries within the South African 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; 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.	10	

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:

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

(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 **Tuesday, 3rd September 2024 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.

Appendix 1

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*

Appendix 2

(To be included in the Financial Proposal)

PRICE SCHEDULE



Bidders should please submit a financial proposal following the template below, which specifies the breakdown of other expenses, as well as an overall estimated budget for completion of the project.

No.	Description	Estimated Quantities ^[1]	Unit Price	Total
1	Estimated Costs of services for the AFAWA Gender Finance Conference Event			
	Insert description and details of all cost elements: 1. Venue and/or meeting facilities (including equipment rentals) 2. Catering services (when applicable) 3. Transport costs/reimbursement of transport costs for participants (when applicable) 4. Communication/advertising materials for the event 5. Printing of name badges, flyers, banners, etc. 6. Agency team travel expenses (when applicable) 7. Reward of prize funds for competitions (when applicable) 8. Other (<i>Please specify</i>)			
2	Estimated Costs of services for the 2 day Credit Risk and Product Development Training			
	Insert description and details of all cost elements: 1. Venue and/or meeting facilities (including equipment rentals) 2. Lodging costs of participants (when applicable) 3. Catering services (when applicable) 4. Transport costs/reimbursement of transport costs for participants (when applicable) 5. Per diems of participants (when applicable) 6. Communication/advertising materials for the event 7. Printing of name badges, flyers, banners, etc. 8. Agency team travel expenses (when applicable) 9. Other (<i>Please specify</i>)			
3	Estimated Costs of any other services related to event execution			
	Insert description and details of all cost elements 1. Other (<i>Please specify</i>)			
TOTAL AMOUNT				