

REQUEST FOR PROPOSAL

SUBJECT:

**TENDER FOR PROVISION OF PUBLIC RELATIONS SUPPORT FOR THE
AFAWA FINANCE SERIES: SOUTH AFRICA**

REF: AGF/RFP/AFAWA/2023/005

Launching Date: 23rd August, 2024

Closing Date: 3rd September, 2024

1700Hrs EAT



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

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 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 2024** 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, Angola, Nigeria, Kenya and Togo.



2. OBJECTIVES

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 Johannesburg South Africa.

The AFAWA Finance Series seeks to give visibility to the AFAWA initiative and its activities in South Africa, while providing a platform for all stakeholders to dialogue and showcase the many advantages that women SMEs can contribute to the South African 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:

3.1. Strategic Planning

- Develop a comprehensive PR strategy for the event including timeline for PR activities leading up to, during, and after the event.
- Identify key messages and target audiences.
- Design and distribute invitations to targeted participants.
- Manage RSVPs and maintain an attendee list in coordination with event management firm.
- Identify and engage relevant resources e.g. Master of Ceremony, moderators, rapporteurs as will be required.

3.2. Media Relations

- Prepare target media list comprising local, regional, and international media.
- Develop and distribute event press release to relevant media outlets.
- Facilitate press interviews and media briefings with key stakeholders.



- Facilitate media coverage before, during, and after the event.
- Prepare media kits and information packs for journalists and spokespersons respectively.

3.3. Promotional Campaigns

- Design and execute a promotional campaign across mainstream and digital media.
- Prepare and manage content strategy i.e. social media plan and influencer relations.
- Create compelling content to promote the event, including articles, blog, short videos and social media posts.
- Design and produce digital branded visuals i.e. e-cards, e-shots, program, information packs, etc.

3.5. Event Coverage

- Manage event photography and videography for use on various platforms.
- Film side interviews with selected participants in collaboration with event management firm.

3.6. Post-Event Activities

- Prepare an analysis of media coverage and social media engagement.
- Prepare a final media report summarizing PR activities, outcomes and recommendations.
- Collaborate with event management firm to develop and design a comprehensive post-event report.
- Develop highlight reels showcasing significant event activities.

4. DELIVERABLES

For this event, the following deliverables are expected:

a) Deliverables before event

- Comprehensive PR strategy including full list of targeted and confirmed participants with complete information about their designation, institution and contact details.
- Media outreach strategy including confirmed media list.
- Detailed pre, during and post-event social media plan, including designed visuals.
- 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.
- Provide a comprehensive attendance list with complete information about participants' designations, institutions of affiliation and contact details.
- Links to high-resolution photos and videos highlighting the Series' impact.
- Coordinate with the Event Management Firm, to draft and design a final post-event report detailing the conference and training outcome.
- Submission of media report highlighting the event's media and digital coverage and outreach.
- Submission of all event coverage material (edited and b-roll).

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:

Have a proven track record of having provided PR and Media Support for at least 5 years in the region.

- Work Examples:** Provide a description of relevant past projects and examples of prior work preferably in events of international standard.
- 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.
- 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:

- Expertise and Experience of the agency in our niche
- Quality of PR support/campaigns done in the past
- Range of services
- Cost



7. SUBMISSION OF PROPOSALS

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.