

## - REQUEST FOR PROPOSALS - EVENT MANAGEMENT & LOGISTICS SERVICES FOR SIIPS 2024 LAUNCH (ACCRA, GHANA)

### 1. ABOUT AFRICANENDA

AfricaNenda is an African-led team of experts committed to unlocking the potential of digital financial services for the financially excluded across the continent by accelerating the scale-up of instant and inclusive payment systems. AfricaNenda's approach is to provide public and private sector stakeholders with technical expertise and the capacity to reduce barriers to digital payments. AfricaNenda's mission is to enable everyone in Africa to carry out seamless digital transactions and at a low cost wherever they are on the continent by 2030. Visit our website for more information: [www.africanenda.org](http://www.africanenda.org)

### 2. OBJECTIVES OF THE RFP

AfricaNenda wishes to hire an event management company, based in Accra Ghana, to handle the launch event of its flagship yearly report: the State of Inclusive Instant Payments Systems (SIIPS) 2024 in Africa, including event management and logistics services.

- **Event Name:** SIIPS 2024 Launch Event.
- **Event Dates:** 2 days event in November 2024 (final dates to be confirmed).
- **Location:** Accra, Ghana.
- **Venue:** The venue has already been selected and will be communicated at a later stage.
- **Event Type:** Hybrid Conference: SIIPS report launch event, gala dinner event, plus workshops with stakeholders, all to be broadcasted online
- **Attendee Information:** 100 to 150 attendees expected (digital payments stakeholders, central banks, government representatives, regional economic communities, funders... mostly from Africa, but not only).

### 3. SCOPE OF SERVICES

Under the supervision of the Communications Team, the selected company shall be expected to perform the following tasks (non-exhaustive list):

#### **Event Planning and Management**

- **Project Management:** Overall coordination, timelines, and regular progress updates.
- **Logistics Management:** Handling of on-site logistics, deliveries and managing service providers.
- **Permits and Licensing:** Acquisition of necessary permits and compliance with local regulations.

#### **Event Design and Production**

- Decor and Setup: Design, sourcing, and setup of decor and branding elements.
- Technical Production: live broadcasting, AV requirements, lighting, sound, staging...
- Signage and Branding: Design, production, and installation of event signage and branding materials.

#### **Program Development (handled by AfricaNenda Communications Team)**

- Agenda Planning: Detailed scheduling of event activities, sessions, and timelines.
- Speakers Management
- Content Creation for media, social media, journalists...

#### **Attendee Management**

- Registration Services: Setting up and managing online registration platforms, on-site check-in, and badge distribution.
- Attendee Communication: Pre-event communication, customer service, and post-event follow-up.
- Guest Management: VIP and special guest coordination and concierge services.
- Master of Ceremony Liaison: Liaise with MC on flow of the program and key speakers, participants in the program are available and on standby.

#### **Vendor Management**

- Sourcing and Coordination: Identifying, contracting, and managing third-party vendors (caterers, IT, audiovisual, florists, entertainment, etc.).
- On-Site Vendor Coordination: Overseeing vendor setup and tear-down, ensuring compliance with event timelines and standards.
- Coordination of the live interpretation via Zoom with the remote team of interpreters provided by AfricaNenda.
- Payment: ensuring timely payments for vendors in case of deposits and balances to avoid delays in delivery of work.

#### **On-Site Event Management**

- On-Site Staffing: Providing staff for registration, information desks, and other event needs.
- Event Supervision: Overseeing the event setup, execution, and breakdown.
- Troubleshooting: Handling any issues or emergencies that arise before/during/after the event.

#### **Post-Event Services**

- Debrief and Reporting: Conducting post-event debriefs and providing comprehensive reports on event performance.
- Financial Reconciliation: Detailed accounting of all event-related expenses and revenues.

#### **Budget**

- Cost Estimates: Provide detailed cost estimates for all services.
- Payment Schedule: Outline the proposed payment schedule, including deposits, interim payments, and final payment.

#### 4. QUALIFICATIONS REQUIRED

- Proven experience of minimum 6 years in successfully delivering conferences and high-profile events with development organizations, governments and/or public institutions in Ghana
- Showcase creative and innovative approach, plus ability to find cost-effective alternative methods of production
- Portfolio, reel, references and/or cases of past and similar works required
- Able to work remotely, effectively, under tight deadlines, and high-quality deliverables
- Commitment to quality assurance procedures and risk mitigation measures
- Language of services to be delivered: English
- The company must be based in Accra, Ghana

#### 5. ADDITIONAL INFORMATION

- Target audiences - Digital payments stakeholders, regional economic communities, central banks, governments, digital financial services providers, mobile network operators, opinion leaders, funders... in Africa. And media outlets internationally.
- Reporting - the selected company will work under the direct supervision of the AfricaNenda Communications Team
- Risk management - The technical proposal should contain a comprehensive list of expected project risks and possible mitigation measures.
- Usage rights
  - All design, materials, concepts... provided in the performance of the services shall be the sole property of AfricaNenda.
  - AfricaNenda will have the exclusive usage rights and intellectual property rights on the assets created, and may use them in all its communication channels, with no time limit or duration.

#### 6. PROPOSAL FORMAT

- Applicants should submit a technical offer and a financial proposal that addresses the services listed above.
- **Technical Proposal**
  - Experience and qualifications as detailed in sections “3. Scope of Services” and “4. Qualifications Required”
- **Financial Proposal**
  - The financial proposal must include the generic rate card of services provided by the agency.
  - Cost estimates for potential outsourced services to be included, if available.
  - Currency: all rates must be given in US Dollars
- While there is no minimum page limit for the proposal, the maximum page limit is 15 pages (including short CVs of the team proposed) for the proposal which is expected to be clear and concise.
- Applicants must strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. Applicants found to have a conflict of interest shall be disqualified.
- Language of the proposal: English.
- Proposal validity period: 90 days.

## 7. PROCESS

- Submissions
  - **Proposals should be submitted electronically by 17 June 2024 to [info@africanenda.org](mailto:info@africanenda.org) with the following subject line: “RFP – EVENT MANAGEMENT SERVICES”.**
  - Proposals received after the deadline will not be considered.
- Notification and Contracting
  - All bidders will be notified of the outcome of their proposals by 15 July 2024.
  - AfricaNenda will issue the agreement documents once the selection process has been completed.

## 8. EVALUATION CRITERIA

- All proposals will be evaluated based on the criteria listed in the table below.
- The technical offers will be reviewed by a panel of AfricaNenda and scored according to the criteria below.

<b>Criteria</b>	<b>Weighting</b>
Technical Proposal	60%
Financial Proposal	35%
African-led with a gender-balanced team	5%
Maximum Score	100%