

TERMS OF REFERENCE

EVENT MANAGER SERVICES

BACKGROUND

The Financial Sector Deepening Trust

The mission of the Financial Sector Deepening Trust (FSDT) is to increase access to appropriate and affordable financial services to under and un-served areas in Tanzania as a way to bring poor and rural people into the formal financial system. To this end, we are committed to supporting new business models and linkages that can ultimately reach mass markets. Understanding the market dynamics using reliable information is crucial in improving policy, regulatory frameworks and formulating interventions that boost the delivery of services. This objective is met through gathering and analyzing market data to inform investments that FSDT and its clients make to achieve financial inclusion.

SCOPE OF WORK AND DELIVERABLES

Scope of work

1. The event manager will be responsible for organizing all logistics in preparation for FSDT events including set-up, placement and testing of appliances (projectors/microphones/pointers etc.) and seating.
2. The event manager will also be required to organize booth arrangements and set up for conference related events.
3. Invite and confirm attendance of the guests to the launch
The event manager will manage the invitation list and invite the guests to the event. He/she will be required to closely collaborate with the Administration Manager/Officer and Communication advisor to:
 - obtain and update the list of invitees from the FSDT
 - work together with the Graphic designers to design and print the invitation cards
 - send out invitation cards to all guests
 - follow up invitations and confirm attendance of guests
4. When needed, the event manager has to be prepared to take lead in publishing news releases and advertisements announcing the events. For this he/she will have to liaise with the editor and media liaising company to make sure that news releases and advertisements are broadcasted and published ahead of the event.
5. The event manager will be responsible for the smooth flow of the FSDT events and will be required to have an adequate number of personnel to aid with the co-ordination of the event. He/she will be responsible for the visibility and audibility of the presented materials and speakers.
6. The event manager will be responsible for the availability and distribution of the printed materials (publications, brochures, agenda)

7. The event manager will be responsible for briefing the master of ceremony of the program and greeting the invited guests. Both, the event manager and the master of ceremony will have to rehearse the programs.
8. In addition to that he/she will be responsible for registration of the invited guests at the event.

The event manager will report directly to the Communications Advisor in preparation for an event is expected to submit the following working reports in addition to the deliverable mentioned above:

Deliverables

The specific deliverables that will be required from every event are draft or edit text elements of:

- list of confirmed attendees
- list of advertisements and press releases announcing the event if event was advertised (together with the program in which they were broadcasted and the newspapers they were published.)
- Registration list of invitees who attended the event
- Cut-outs of new stories and articles and clips of all broadcasts if any.
- Report after the event

1. PRICE AND PAYMENT

Please provide us with your daily rate for this arrangement. Framework contract where payments will be made according to the time record sheet up to the contract financial limits. Estimated days of input per project will be determined by Events Manager and Communications Advisor before commencement of any event.

2. EVALUATION CRITERIA

- Experience in event management
- Experience working with local event management vendors
- Portfolio and referrals

3. OUTPUTS AND REPORTING REQUIREMENTS

The Events manager shall report on contractual matters directly to the FSDT Executive Director ("ED"), and, in his absence, to the FSDT Operations Director

("OD"), and shall copy all such communications to the Communications Advisor.

Electronic addresses for

- ED is sosthenes@fsdt.or.tz,
- OD is irene@fsdt.or.tz, and
- Communications Advisor is neema@fsdt.or.tz

4. DURATION OF THE ASSIGNMENT

The Events Manager is expected to start the assignment June 2017 and the expected completion date is July 2018.

5. PROPOSAL

The Events Manager should submit a brief technical proposal clearly describing past experience in events management. The event manager should also submit an in-depth portfolio illustrating design skills. The technical proposal must demonstrate familiarity with similar assignments.

Technical Proposal Grid

<i>Criteria</i>	Sub- criteria score	Max. score for each criteria
Understanding of the FSDT objective and soundness of the proposal		45%
▪ Addressing the challenges and all tasks mentioned in the scope of work	25%	
▪ Originality and suitability of the proposal	20%	
Experience and event management competence		55%
▪ Relevant professional qualifications	10%	
▪ Portfolio and experience with managing multi-stakeholder events	15%	
▪ Experience working in multi-media teams and show innovative ways of carrying out events that sets them apart	15%	
▪ Established relationships with events related vendors in Tanzania	15%	
Total		100

Financial Proposal Grid

Find below a generic grid for event management activities. This is what would be used for most of the events with FSDT.

Please provide your daily fees only for the activities outlined. Do not include expenses

ACTIVITY	FEES PER DAY
Obtaining and updating list of invitees, working with graphic designers to design and print invitation cards, sending out invites and follow up confirmations, RSVP/ send out thanks notes.	
Ushering and logistic support on registration, including distribution of printed materials	
Invitation to the media and media relations + media report + allowances	
Venue set up and supervision / basic set up, including obtaining pro formas for venue, menu/meals costs.	
Event management services & consultancies	
Sub total	
Add 18% VAT	
Grand total	

To be considered further, a minimum total technical score of 68/100 is required. Only financial proposals from bidders scoring at least that level will then be evaluated.

The total financial cost in US\$ will be weighted according to the formula:

- $(\text{Lowest total financial cost} / \text{Bidder's total financial cost}) \times 0.2$
- Total technical marks weighted by a factor of 0.8.

The weighted technical and financial scores for each proposal that passes the minimum technical threshold will then be added to produce a total score. The preferred bidder will be the one producing the highest total combined score.

Scoring will be carried out by a panel comprising two representatives from the FSDT (Research and Communications representatives) and a representative of the Finance Manager (FM – Deloitte).

All bidders will be informed of the combined weighted scores for all proposals that pass the minimum technical threshold. The FSDT will also separately inform the bidder of any proposal that fails to meet this threshold.

Any queries relating to this ToR should be submitted in writing to FSDT under the following address:

Neema Mosha
 Communications Advisor
 Financial Sector Deepening Trust
 P.O. Box 4653
 De Ocean Plaza, 2nd floor,
 400 Toure Drive, Masaki
 Dar-es-Salaam
 Tanzania
neema@fsdt.or.tz

These questions and the answers will be shared with all short listed candidates. The deadline for any queries is 1 day before the proposal submission deadline date.

6. EVALUATION AND SELECTION

The graphic designer will be selected by a limited tender process. The preferred bidder will be notified after the selection panel has scored the technical proposal and financial proposal. These will be evaluated on a combination of technical and financial criteria. In this case the ratio between technical and financial scores will be 80/20.

7. SUBMISSION DEADLINE AND TIME TABLE

The deadline for submitting proposals is 1600 Tanzanian time on Friday 16th June 2017. Submissions after this time will not be considered. Bids can be submitted

either electronically or in hard copies. Bidders submitting hard copies must produce an original and three copies.

Bids sent electronically but failing to arrive by the deadline will require proof of date and time sent to be considered. However, in the case of any uncertainty about the date and time of dispatch of a bid, the decision of the FSDT's Technical Director will be final. Bids should be delivered to the following addresses:

Nkundwe Mwakiluma
Procurement Specialist
Deloitte Consulting Limited
10th Floor, PPF Tower
Cnr of Ohio Street & Garden Ave
P.O Box 1559
Dar es Salaam
Tanzania

Electronic: nmwakiluma@deloitte.co.tz

A copy of the bid document must be emailed to:

Neema Mosha
Communications Advisor
Financial Sector Deepening Trust
P.O. Box 4653
Dar es Salaam
Tanzania

Electronic: neema@fsdt.or.tz