

**PROVISION OF EVENTS & PUBLIC RELATIONS (PR) MANAGEMENT SERVICES  
FOR THE FINANCIAL SECTOR DEEPENING TANZANIA  
(FSDT)**

**TERMS OF REFERENCE (TOR)**

## **1. INTRODUCTION**

### **1.1 About the Organisation**

Established in 2004, the Financial Sector Deepening Tanzania (FSDT) is a donor-funded financial sector market facilitator that aims to achieve poverty reduction through a transformative financial sector that offers inclusive and sustainable financial solutions to improve the livelihood, wellbeing, and empowerment of underserved Tanzanians. FSDT's work is guided by the Making Markets Work for the Poor (M4P) approach, which aims to develop market systems that benefit poor people, offering them capacities and opportunities to improve their lives.

Currently, our main target markets are women and youth, who have been identified as the most financially excluded market segments in the country. FSDT is dedicated to supporting the financial sector in delivering inclusive, quality financial solutions that meet the financial needs of women and youth.

Through FSDT facilitation, we hope to achieve the following changes in the market:

- Improved policies, legal and regulatory frameworks that promote gender equality as well as economic and financial opportunities for women and youth;
- Improved availability of relevant financial sector infrastructures that will equip the financial sector players and other stakeholders with the ability to meet the needs and aspirations of women and youth;
- Financial service providers developing and scaling innovative and responsive financial solutions/tools for women and youth to promote equality, empowerment, and wellbeing;
- Improved confidence and capability of women and youth to demand and use financial solutions.

### **1.2 Background of the Assignment**

FSDT is keen to ensure that it arranges high standard and professional corporate events for its stakeholders to foster strategic partnerships and engagements that will drive impact in financial inclusion for women and youth farmers and MSMEs in Tanzania. FSDT also seeks to have high quality visibility of its events and initiatives through traditional media to ensure that key messages reach the target audiences, for impact.

### **1.3 Objectives of the Assignment**

FSDT seeks to hire an Events & PR Management firm to be the lead for all FSDT related events, as well as accompanying traditional media coverage (newspapers, TVs, Radios, Blogs) for events and initiatives, in Swahili and English.

## 2. SCOPE OF WORK

The scope of work below outlines the detailed responsibilities of the Events & PR Manager under this arrangement.

### Event Management:

- Organize all logistics in preparation for FSDT events including set-up, placement and testing of appliances (projectors/microphones/pointers etc.), floorplan (design) and seating.
- Organize booth arrangements and set up for conference related events.
- Invite and confirm attendance of the guests to the event:
  - Manage the invitation list and send physical and digital invitation to the participants, speakers, panellists as required for the event.
  - Follow up on invitations and confirm attendance.  
Provide proper briefing to speakers and panellists, including talking points and guiding questions.
  - Create a database of FSDT events invitees including their contact information.
  - Manage registration of the invited guests at the event.
- Responsible for the smooth flow of FSDT events and will be required to have an adequate number of personnel to aid with the co-ordination of the event.
- Responsible for the visibility and audibility of the presented materials and speakers.
- Responsible for the availability and distribution of the printed materials (publications, brochures, agenda) during the event.
- Responsible for briefing the master of ceremony of the program and greeting the invited guests. Rehearse the programs with the master of ceremony for the event. Take on the role of the master of ceremony when needed.
- Provide rapporteur services when needed.
- Send out Vote of Thanks and accompanying materials (including presentations, rapporteurs report) post event.

### PR Management:

- Develop a local, national and regional (East Africa) media coalition around FSDT, which will be captured in a media database.
- Work closely with local, national and regional (East Africa) media outlets to generate awareness, consideration and top of mind for FSDT.
- Ensure solid regular and relevant media coverage of FSDT major events and engagements.
- Secure regular media appearances for the FSDT brand and its leadership team (interviews in TV, press, Financial Inclusion platforms, point of views, columns, blogs.)
- Initiate and maintain contact with media outlets, journalists, and reporters.
- Organize press conferences; write and send out press releases when needed.

Prior to beginning any FSDT assignment, the consultant will be required to share with FSDT the number of hours/ days it would take to complete the requested job. Upon agreement with FSDT on the proposed hours/days, the consultant will be expected to complete the job within the agreed hours/days.

The process must consider current best practices, organization expectations as well as the working environment and schedules.

### 2.1 Deliverable outputs and timelines:

	No.	Tasks	Timeline
Event Management	1	Event plan- including floorplan, floor management, set up, branding, seating, audio-visuals.	Prior event
	2	Checklist of all materials (printed registration forms, agenda, table tags), publications, branding materials, equipment needed for the event.	Prior event
	3	List of confirmed attendees, including speakers and panelists. Briefing notes, talking points and guiding questions for speakers.	Prior event
	4	Registration list of the invitees who attended the event.	Post event
	5	Report covering lessons and recommendations for areas of improvement.	Post event
	6	Rapporteur report when such services are used.	Post event
PR Management	1	Traditional media plan for the event depending on the objectives of the event and the target audience.	Prior to the event
	2	Press release developed in either English or Swahili depending on the audience and media outlet.	Prior to the event
	3	News clippings and newspaper cut-outs of where FSDT was advertised.	Post event
	4	Media report	Post event

### 3. CONTENT OF BID PROPOSAL

- Details on all perceived strengths of the company bidding in meeting the scope of work outlined above e.g. previous experience, in-house skills, and any other information that will assist FSDT to assess capabilities, capacity, competitive advantages, etc.
- The service provider must provide details of a dedicated contact point for the management of the contract. This individual must be available by telephone to facilitate briefings on matters of interest to the FSDT. (Contingency arrangements must also be in place in the advent that this individual is unavailable).
- A list of at least three references letters/recommendations of previous and current organizations served or currently servicing
- A list of the proposed value-added services to be provided to FSDT, events and media management plan.

- The proposal should be no longer than 20 pages. Any additional information should be placed under annexures or appendices.

### 3.1 Contract Period

The contract will be for one (1) year upon signing of the contract, with a possibility of renewal depending on performance; as well as quality of services received.

### 3.2 Cost

Service providers must provide details on how they would charge for such an arrangement with expected billing milestones aligned with submission of the expected deliverables.

### 3.3 Evaluation and selection

Overall, the preferred bidder will be selected based on presenting the most economically advantageous tender that demonstrates an understanding of the FSDT needs and expectations. This means that bidders 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.

The technical component of each proposal will be scored first using a grid that assesses several key attributes. This is set out below.

#### Technical Proposal Scoring Grid

Criteria	Sub-Criteria Score	Max Marks
In depth understanding of the ToRs, as well as a sound approach and methodology to the assignment		25%
<ul style="list-style-type: none"> <li>• Comments and value-added recommendations to the ToRs</li> </ul>	5%	
<ul style="list-style-type: none"> <li>• Sound demonstration of approach and methodology to the assignment, including scope of work.</li> </ul>	20%	
Professional competence and experience		75%
Proven experience of minimum 3 years in successfully delivering event management services similar to NGO/corporate, Government, and public institution level events. Include at least 5 samples and references of work done.	25%	
Proven experience of minimum 3 years in successfully delivering similar tasks with media outlets, journalists, and opinion leaders in Tanzania at local, national, and regional (East Africa) level. Include at least 5 samples and references of work done.	25%	
Showcase creative and innovative approach, plus ability to find cost-effective alternative methods of communication and message distribution through traditional media.	15%	

Criteria	Sub-Criteria Score	Max Marks
Established relationship with events and PR management vendors in Tanzania.	10%	
<b>Total marks</b>		<b>100</b>

To be considered further, a minimum total technical score of 70% is required. Only financial proposals from bidders scoring at least that level will then be evaluated.

The total financial cost in Tanzanian Shillings 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.

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.

#### 4. FINANCIAL PROPOSAL

This will be a framework contract, whereby payments are made based on the daily service fees for coordination of the event, as well as expenses for other event demands (hiring of equipment, printing of documentations etc). Financial proposals should be quoted in Tanzanian Shillings. The FSDT requires a detailed and transparent budget breakdown in which all line items are clearly specified.

Financial proposals should be in Tanzanian Shillings and must be submitted electronically separately from the technical proposal.

Financial proposals should be in this format:

<b>Phases</b>	Rate (TZS)	Total (TZS)
Daily Fees		
<b>Total Service Fees</b>		
Other expenses (include official rate card of services provided by the agency as outlined in the scope of work and deliverables)		

FSDT will reimburse all agreed travel and other expenses upon submission of accompanying receipts and invoices submitted by the consultant, at an agreed standard rate.

This consultancy will be subject to local taxes. It is the sole responsibility of the Consultant to meet all the tax liabilities arising out of this assignment. Financial proposals will be evaluated on a basis net of any local taxes.

## 5. SUBMISSION OF BIDS

**The deadline for submission of the proposal documents is 3pm, Thursday 20<sup>th</sup> April 2023. All documents must be submitted electronically to: [procurement@fsdt.or.tz](mailto:procurement@fsdt.or.tz) copying [rsinda@fsdt.or.tz](mailto:rsinda@fsdt.or.tz) with the subject: Events & PR Management Proposal.**

Any queries relating to this ToRs should be submitted in writing to FSDT under the following address, all questions and the answers will be shared with all short-listed bidders. The deadline for any queries is 2 days before the tender submission deadline date.

Procurement Manager,  
The Financial Sector Deepening Tanzania,  
2<sup>nd</sup> Floor De Ocean Plaza,  
Plot 400 Toure Drive,  
P.O. Box 1559 Oyster Bay, Dar es Salaam, Tanzania  
+255 222 602 873/5/6  
[procurement@fsdt.or.tz](mailto:procurement@fsdt.or.tz)

## 6. OTHER MATTERS

### 6.1 Confidentiality

All information contained in the terms of reference and attachments is provided on a strictly confidential basis solely for the use of Tenderers in connection with a competition for the supply of services for the above contract. It is a condition of this competition that Tenderers (and any sub-contractors) shall:

- take all reasonable measures to protect this confidentiality and avoid the unauthorized use, disclosure, publication, or dissemination of confidential information;
- not use this information other than for the purposes of preparation of a tender, and shall disclose it only to officers, directors, or employees on a specific need to know basis; and
- Not disclose, publish or otherwise reveal any of the information contained herein except with the specific prior written authorization of FSDT.

### 6.2 Conflict of Interest

Tenderers (and any sub-contractors) must disclose in their tender details of any circumstances, including personal, financial, and business activities that will, or might, give rise to a conflict of interest, if they were awarded this contract.

Where Tenderers identify any potential conflicts, they should state how they intend to avoid such conflicts. FSDT reserves the right to reject any tender which, in its opinion, gives rise, or could potentially give rise to, a conflict of interest.

### **6.3 Taxation Matters**

The winning bidder will be responsible to pay withholding tax and all other tax liabilities as per Tanzanian Tax laws. Any such tax amounts shall be the responsibility of the consultant.