TERMS OF REFERENCE FOR PROVISION OF EVENT MANAGEMENT AND LOGISTICAL SUPPORT TO THE KIAMBU COUNTY WEEK

Venue: Jomo Kenyatta University of Agriculture and Technology, Juja Kenya

Date: 5th –12th March 2016

Theme: Kiambu County, Unlimited Possibilities

OBJECTIVE

To procure the services of an event organizer to assist the Kiambu County Week Technical Committee (KCW-TC) in planning, coordinating, and ensuring professional and efficient hosting of the Kiambu County Week. The services of an event organizer are important considering that this is the first time for Kiambu County to host an international event after devolution.

SCOPE OF WORK

The successful Event consultant will have responsibility for preparation and management of all logistical issues and arrangements related to hosting a successful and professional Kiambu County week. Working closely with Kiambu County, the Consultant will identify suitable service providers, as needed, and liaise with these service providers regarding rooming, banqueting, IT equipment and support and other related arrangements. The Consultant will also ensure availability of an efficient secretariat and clerical/administrative support. Additionally, the Consultant will oversee the invitation and registration process and coordinate air travel and transportation arrangements for ALL participants. Detailed Specifications for the services and tasks/deliverables being requested under this assignment include:

1. PREPARATION AND MANAGEMENT OF THE EVENT

   a) Call for coordination meetings with the Event Committee members and support the holding of these meetings

   b) Assist development of regular report/update, throughout the organization period, to the Event Committee members

   c) Prepare draft copy of the Event programme scenario, including running times for review, revisions and approval by the Event Committee;

   d) Review of the Event concept note to recommend improvements on topics, articulation of the same and format of the event

   e) Budgeting for the event;
f) Ensure that all contacts and actions taken with suppliers are noted and communicated to Kiambu County for approval

g) Negotiate terms and conditions and appoint sub-contractors

h) Monitor budget vs. disbursements

2. PARTICIPANTS’ MANAGEMENT

a) Establish with KCWTC the list of participants

b) Invitations and information to participants

c) Source for partnerships and sponsors for the event as well as exhibitors and make follow up with interested parties

d) Administer registration through website and compile confirmed registration list of participants, speakers, support staff, event management team, ushers,

e) Ensure the involvement of all event partners/stakeholders in the finalization of the invitation lists

f) Ensure protocols are agreed upon and respected before sending invitations

g) Send out Invitations to ALL participants, including meeting chair(s), speakers, facilitators, etc. (need to identify facilitators and their topics)

h) Follow up on invitations - via telephone, email, fax Compile confirmed registration list - participants, speakers, support staff, event management team, ushers, etc.

i) Identify and secure accommodation block booking for self paying participants at alternate hotels, Send out Information Note to all participants (arrival details, hotels, visa requirements, general city info; etc.)

j) Facilitate arrangements for visas for participants, as needed Protocol arrangements for VIPs, including arrival and departure at airport with the relevant Ministry

k) Act as the primary contact with the event partners/guests in confirming event details and relaying information.

3. EVENT VENUE ARRANGEMENTS

a) Develop the concept of the event

b) Manage Event décor and signage

c) Participate in marketing and sales of the event exhibition space and sponsorships

d) Design exhibition booths for the exhibitors

e) Event Venue Arrange and ensure all Meeting rooms (Main room and Break away rooms) are arranged according to specifications and ready for the Meetings as required (as per specified meetings’ schedule). This also includes seating name plates at the main table.
f) Ensure all required audio-visual equipment is available/acquired in all the rooms as required. Cross-check possibilities for seating arrangements and all related meeting facilities.

g) Arrange and manage appropriate VIP lounge.

h) Ensure service maintenance is promptly available as would be required for all equipment/services and facilities in and around the meeting rooms.

4. **EVENT REFERENCE MATERIALS**

   a) Production of Meeting documents and information materials.
   
   b) Prepare participants' soft copies flash drive with all relevant Meetings documents.
   
   c) Prepare and distribute an arrival information pack to participants.

5. **PARTICIPANTS REGISTRATION AND INFORMATION SUPPORT**

   a) Arrange and manage participants’ registration. Prepare and maintain participants register (with relevant contact details).
   
   b) Manage a one-stop general information support service for Participants (including general tourism info).
   
   c) Design and make up name tags for all participants, speakers, Media, VIPs, etc.

6. **COMMUNICATION AND PUBLIC RELATIONS**

   a) Prepare and set-up the information kiosk arrangement.
   
   b) Interpretation - Arrange simultaneous interpretation for all sessions as required (Sign language).
   
   c) Public Media advocacy - In liaison with Kiambu County Communication Director, arrange publication of at least three print media articles in local newspapers, radio and television.
   
   d) Exhibition Area - Liaise with Kiambu County Communication Director/person for details.
   
   e) Liaise with event venue for space and necessary equipment.

7. **OTHER GENERAL LOGISTICAL ARRANGEMENTS AND EVENT MANAGEMENT**

   a) Attend relevant meetings with the service providers involved in the organization of the Event to ensure coordination of all Event elements.
   
   b) Ground Transport - Arrange and confirm shuttle service for airport pick-up, as well as local operations. Arrange and manage VIP transport with the relevant department.
c) Accommodation arrangements for ALL participants - Compile rooming list for all participants and liaise directly with the hotel - Allocate rooms (including VIP) - Confirm accuracy of arrival/departure information

d) Secretariat Room - Set up secretariat room - Staff secretariat room - Provide stationery for secretariat room

e) Cocktail/Official Dinner - Organize/arrange the official diner/cocktail - Develop and print participants information note/invitation for the cocktail

f) Banners - Design of banner and determine No. of banners - Get quotes from printer and proceed with contracting once approved - Follow-up with printer for delivery of banners

g) Event bags and badges - Source event bags (designs) and quotations - Table tags for plenary arranged/in order - Name Tags and Badges - Develop design for bags - Order event bags - Arrange pens and writing pads (meeting package)

h) Final draft of the Event program submitted, including detailed schedule, list of speakers and facilitator(s) and background documents (on the different sessions)

i) Manage and coordinate the event on the material day

j) Supervise the Event team. - Help the Event Committee prepare a final event report including actual participant attendance list and key recommendations; - Conduct a participants survey to assess the relevance and quality of the event;

a) Set up a secretariat room – including adequate staff

CORE COMPETENCIES

- Documentation showing proven track record of at least 3 no. organizing high-visible international events or events;
- Demonstrated strong, coordination and facilitation skills;
- Ethics and Values: Demonstrating / Safeguarding Ethics and Integrity
- Organizational Awareness: Demonstrate corporate knowledge and sound judgment;
- Communicating Information and Ideas: Facilitating and encouraging open communication in the team, communicating effectively;
- Demonstrated experience in developing and managing media and communications strategies
- Strong team and work well under pressure;
✓ Results oriented, flexible and problem solving skills.
✓ Sound understanding of issues relating to trade, transport logistics and ICT will be added advantage
✓ Consultant’s skills and qualifications
✓ Must be a fully registered company and must be willing to show documentation of the same
✓ Over 5 years experience in conducting corporate events
✓ Must have a strong understanding of creating communication campaigns
✓ Should show strong financials ie audited accounts for at

Qualifications of the Successful Event Management Agent and Minimal Requirements

- A proven track record of having organized an event of international standards (references and contact persons will be required)
- A proven track record of having handled international delegates, government officials and the protocol decorum that it entails
- Membership of Public Relations Society of Kenya and other PR or Communication International Professional affiliations/bodies (membership certificate will be required)
- The successful Professional Event Organizer will be selected on the basis of their past relevant experience and qualifications of key staff.
- Lead consultants should be holders of at least a Degree in Communication, Journalism, Public Relation or business related degree with a minimum of 10 years’ experience in a private or public organization.

Contract Duration: 50 Days