

**Event Management**

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## **0. List of abbreviations**

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2018
BMZ	German Federal Ministry for Economic Cooperation and Development
CBI	Central Bank of Iraq
EU	European Union
FI	Financial Inclusion
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
IDP	Internally Displaced Persons
MSME	Micro, small and medium enterprises
ToRs	Terms of reference

## 1. Context

The “Financial inclusion for a new economic start and integration in Iraq” (FI) project is a multi-donor action commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) through the special initiative “Tackling the Root Causes of Displacement, Reintegrating Refugees/Partnership for Prospect,” co-funded by the European Union (EU) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The project aims to sustainably improve financial inclusion and access to inclusive financial services for vulnerable target groups such as women, youth, people affected by poverty, internally displaced persons (IDPs), returnees, refugees and micro, small and medium enterprises (MSMEs). The project has four Outputs, (1) “Developing inclusive financial services”, (2) “Enhancing awareness about inclusive financial services and the financing of renewable energies”, (3) “Strengthening the capacities of the Central Bank of Iraq (CBI) to promote and regulate inclusive financial services”, and (4) “Improving conditions for women-led businesses to access financial services.

The Financial Inclusion (FI) project is looking for an events management company to hold its launch event and steering committee meeting on November 2022, this company must perform all logistics, visual designs coverage and production of the launch event which will be held at the Babylon Rotana Hotel. This is a high-level event with international and national stakeholders attending as participants and invitees.

## 2. Tasks to be performed by the contractor

### 2.1. Creating Videos

The contractor will be responsible for producing two videos (before the launch event and within the deadline mentioned in the millstone section). The first video is an infographic/animated facts and figures about the Financial Inclusion (FI) project. The second video is about the CBI vision and current journey to draft the financial inclusion strategy; this will include interviews with key figures of the CBI staff and GIZ staff with possible input from other economic experts.

The videos should be high-quality according to GIZ and EU guidelines.

#### Deliverables

The contractor’s work consists of the following main deliverables:

- First video, FI project
  1. Facilitate a kick-off meeting with the project team to manage expectations and agree on the content
  2. Finalise the script and share it with the project team for final feedback
  3. Produce up to 4 minutes high quality video with sound effects that provides project overview, four main areas of intervention, partners, expected results.
  4. Allow not less than two control loops to ensure the result matches the expectations of the project team
  5. Provide the final version after a thorough quality check and in flawless Arabic narration language with English subtitles
- Second video, Iraqi Financial Inclusion Strategy
  1. Facilitate a kick-off meeting with the project team and CBI to manage expectations and agree on the content

2. Create one generic video background featuring the Central Bank of Iraq, including some significant sights from different locations.
3. Finalise the script and share it with the project team and CBI for final feedback
4. Produce up to 5 minutes high quality video with sound effects that focus on the CBI vision and efforts to launch the Iraqi financial inclusion strategy.
5. Allow not less than two control loops to ensure the result matches the expectations of the project team and CBI.
6. Provide the final version after a thorough quality check and in flawless Arabic narration language with English subtitles.

## 2.2. Visual/branding identity and printing of promotional materials

Everything related to visual/branding Identity and printing has to be approved by GIZ before it can be printed, produced, shared etc. All material will have high quality and comply with the corporate design and C&V requirements provided by GIZ (e.g. use of logos, etc.) and it will be shared by the focal point of this contract with the awarded company. The contractor is required to develop an event design, which includes several elements specified below.

Three designs should be suggested for all below items, one will be selected for each by the project and then used to produce the relevant item with high quality. Adaptations need to be included at least twice. The final version needs to be available in English and Arabic.

### Deliverables:

	<b>Promotional Material</b>	<b>Quantity to be print</b>
1	Diaries (A5 notebooks) above 80 sheets with lines and hardcover (measurements: approx. 15.5 cm * 21 cm)	300
2	Printing glossy A4 folders	500
3	Branded blue pens	500
4	Branded canvas tote bags (fabric bags)	250
5	High quality CBI miniatures made of high-quality plastic (10*30 cm)	300
6	Brochures A5 (what is financial inclusion)	500
7	English project factsheets (A4 glossy)	500
8	Arabic project factsheets (A4 glossy)	500
9	Branded USB sticks	350
10	Branded laptop stickers	1000
11	Stage Banner (10*5m)	1
12	Standard project Roll-up banners (200*80 cm)	10
13	Pop-up banners (300*150 cm)	2
14	Feather flags	6
15	Social media frames	2
16	Printing lanyards (to be used by staff and the company's team)	30
17	Producing a CBI mockup with dimensions up to (2.5m * 1m)	1

## 2.3. Translation

The event will be in dual languages; thus, the contractor will be responsible for:

- Providing 2 professional interpreters (Arabic-English) and vice versa, for simultaneous interpretation during the launching event (expected duration at least 2 hours).

- Providing 2 professional interpreters (Arabic-English) and vice versa, for simultaneous interpretation during the steering committee meeting (expected duration at least 2 hours). It is unclear yet whether this is necessary. This depends on the availability of interpretation corners in the selected location.
- Provide 250 headsets.
- Provide technical support to handle headsets (charging, technical check, handing it out to participants).
- Have a booth for interpretation set at the venue.
- Provide a sound system
- Provide any other needed equipment after consulting and approval with GIZ.

#### Requirements

- A meeting to test language skills will be organised 1 week before the event date. GIZ has to approve the selected interpreters.
- Interpreters need to have experience in translating financial, economic and business terminology.
- Interpreters need to review all presentations of the event before to know what will be discussed (provided one week before the event).
- Interpreters and technical support need to arrive at the venue at least 60 minutes before the event starts.

#### **2.4. Video and photo coverage**

The event must be professionally covered during the entire duration of both events through videos and pictures. Therefore, the contractor shall provide:

- Professional camera crew at least 1 director, 3 camera men and 2 photographers.
- IT equipment needed to provide the best quality of footages and video, this will include but not limited to camera cranes, wireless microphones, cables and internet connection.
- All high-quality photos no later than 2 days after the event on an external memory drive (paid by the contractor)
- Edit up to 60 pictures sent by GIZ and ensure that photos are within GIZ standards within 2 days. GIZ Standards will be shared with the awarded company before the event's date.
- Script/ story line/ video concept one week before the event, on how this event can be communicated. Agree with GIZ on a final version.
- There should be a minimum of 3 feedback loops with GIZ before the final version of the videos have been agreed upon.
- The final version of the videos shall be sent to GIZ no later than 7 days after the conference ended.
- The coverage of the event will be broadcasted live, thus, the contractor must provide all the logistical support to accomplish this task.

Photos key requirements:

- Look for angles that show GIZ, EU logos and the roll up.
- Take photos when attendees are engaged in activity or discussion.
- Update on the rules will be notified before the event

#### **2.5. Protocol team**

This event is a very high-level event with international and national participants. Therefore, all activities must flow effortlessly and with utmost high professional standards.

The contractor shall provide the following:

- Professional protocol team
  - Tasks:
    - Receiving guests, lead VIPs to designated seats and control the crowds
  - Team structure:
    - At least 10: 5 females and 5 males which at least 3 team members must speak good English.
  - Team dress code:
    - The protocol team must be dressed professionally (business attire: full suit with dark matching jacket and pants and black shoes).
  
- Master of ceremony
  - Tasks:
    - Introduce performer and speakers in a way that puts them at ease and announce items on the agenda.
    - Ensure that each of these tasks are performed in timely fashion,
    - Ensure a seamless transition between sections of the agenda and keep the event moving at a steady pace within time constraints.
  - Structure and requirement
    - 1 Master of Ceremony
    - Excellent English and Arabic speaking skills
    - Excellent presentation and communication skills
    - The Master of ceremony meets at least twice with the project before the event to ensure the quality and to learn about the overall event, the agenda, the presenters and any special guests.
  - Dress code:
    - The Master of Ceremony must be dressed professionally (business attire: full suit with dark matching jacket and pants and black shoes).
  
- Registration team
  - Tasks:
    - Manage 3 registration booths at the entrance of the hall with guests filling their attendance information and the consent forms to get permissions for publishing all footages. GIZ will provide the mentioned documents.
    - Hand over all the documents to GIZ immediately after the end of the event
    - Keep all data private and in accordance with Regulation (EU) 2016/679 (General Data Protection Regulation GDPR).
  - Structure and requirement
    - At least 6 team members: 3 females and 3 males which at least 2 team members must speak good English.
  - Dress code:
    - The registration team must be dressed professionally (business attire: full suit with dark matching jacket and pants and black shoes).

## 2.6. Social media and influencers

The contractor shall:

- Creates social media content (high quality pictures, small videos) to promote the event and the Financial Inclusion (FI) project
- Reach out to social media influencers who work in economics, finance and relevant fields and select at least 20 in coordination with GIZ. GIZ is closely involved in this selection process. Once chosen, the influencers are in charge of:
  - Advertising the event and share.

- Creating content to motivate discussion on financial inclusion and the event.
- Sharing GIZ press release.
- Compiling and submitting a media analysis report no later than 1-week post-event

All shared content needs to be approved by GIZ before it is posted or shared.

Certain milestones, as laid out in the table below, are to be achieved by certain dates during the contract term, and at locations:

<b>Milestone</b>	<b>Deadline/place/person responsible</b>
Animation Video	November 25 <sup>th</sup> Baghdad,
CBI Video	November 25 <sup>th</sup> , Baghdad,
Submitting final visual identity	November 15 <sup>th</sup> , Baghdad,
Submission of all designs	November 15 <sup>th</sup> , Baghdad
Production of all materials	November 25 <sup>th</sup> , Baghdad,
List of social media influencers	November 15 <sup>th</sup> , Baghdad,

Period of assignment: From November 01, 2022, until March 31, 2023.

Prices table sent by contractor must be in breakdown format of each line of tasks/activity

### 3. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 2 are to be achieved, if applicable under consideration of further specific method-related requirements (technical-methodological concept). In addition, the bidder must describe the project management system for service provision and who will be acting as an account manager from the winning events company.

#### Technical-methodological concept

**Strategy:** The bidder is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1). Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible (see Chapter 2).

The bidder is required to present the actors relevant for the services for which it is responsible and describe the **cooperation** with them.

The bidder is required to present and explain its approach to **steering** the measures with the project partners and its contribution to the results-based monitoring system.

The bidder is required to describe the key **processes** for the services for which it is responsible and create a schedule that describes how the services according to Chapter 2 are to be provided. In particular, the bidder is required to describe the necessary work steps and, if applicable, take account of the milestones and contributions of other actors in accordance with Chapter 2.

The bidder is required to describe its contribution to knowledge management for the partner and GIZ and promote scaling-up effects (**learning and innovation**).

The bidder is required to describe its backstopping concept. The following services are part of the standard backstopping package, which (like ancillary personnel costs) must be factored into the fee schedules of the staff listed in the bid in accordance with section 5.4 of the AVB:

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between GIZ and field staff
- Contractor's responsibility for seconded personnel
- Process-oriented technical-conceptual steering of the consultancy inputs
- Securing the administrative conclusion of the project
- Ensuring compliance with reporting requirements
- Providing specialist support for the on-site team by staff at company headquarters
- Sharing the lessons learned by the contractor and leveraging the value of lessons learned on site

The service provider must have capacity to provide the whole range of cleaning and maintenance services requested in the TOR with the following qualifications:

- a. Registration in Iraq
- b. Bank Account in Iraq
- c. Maintains a good track record in serving international organisations, and medium to large multi-national corporations.
- d. Full availability throughout the working days.
- e. The cleaners shall have a good working knowledge of English and Arabic.
- f. Financially capable of rendering the transport services.
- g. The bidder must provide a clear overview of all proposed staff and their individual qualifications.
- h. Valid tax certificate for Kurdistan or Federal Iraq.

#### **4. Requirements on the format of the bid**

The structure of the bid must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) is to be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). It must be legible (font size 11 or larger) and clearly formulated. The bid is drawn up in English

The complete bid shall not exceed 10 pages

Please calculate your price bid based exactly on the aforementioned costing requirements. In the contract the contractor has no claim to fully exhaust the days/travel/workshops/ budgets. The specifications for pricing are defined in the price schedule.