



Terms of Reference (ToR)

Engaging Event Management Firm for Change Agent Conference,

'Empowering Left Behind Minority Communities to Effectively Participate in the Development Process of Bangladesh' project.

1. Introduction

Christian Aid with the goal of 'to empower local minority rights CSOs and networks in Bangladesh to effectively engage with left behind communities and enable their participation in local governance and development process' is implementing a 42-months project titled 'Empowering Left Behind Minority Communities to Effectively Participate in the Development Process of Bangladesh (ELMC)' co-funded by European Union. This project is being implemented 08 districts i.e. Rajshahi, Naogoan, Sylhet, Moulvibazar, Habiganj, Khulna, Jashore, Satkhira along with Dhaka city jointly with four NGOs – Bandhu, BLAST, Nagorik Uddyog and WAVE Foundation.

The target groups of this projects are Dalit rights Civil Society Organizations (CSO) and Community Based Organizations (CBO), Transgender & Hijra rights CSOs and CBOs, Ethnic Minority specifically plainland Adivasi rights CSOs and CBOs, Change agents (representative groups from minority communities), Upazila-level advocacy forum members, District-level advocacy forum members, and Divisional Leave No One Behind (LNOB) coalition members.

Christian Aid through ELMC project has been working on evidence-based advocacy for left behind minority communities to preserve their human rights. We challenge the stereotypes, prejudices, and harmful practice by general people towards these communities through massive awareness and campaign. At this point, we plan to demonstrate the lives and livelihoods through photo-stories on these 5 groups of people – Dalit, plainland Ethnic Minority, Persons with Disabilities (PwD), Transgender & Hijra and Tea Workers. A storytelling photography assignment is being conducted in the project districts that portrays the livelihood and occupational discrimination of the minority population in Bangladesh. Moreover, a separate research study on "income-expenditure and challenges to getting decent work" is being conducted by Christian Aid simultaneously. The study and the photography will complement each other to gather empirical data and information along with visual evidence.

At the final stage, the photo-stories and research evidence will be presented in an exhibition with launching research findings to policy makers, government officials, civil society organizations, development partners, media, and general population during in the last week in November 2022 to increase their awareness and advocate for equal opportunities for these communities.

Objectives of the Change Agent Conference

1. Revisit the diverse array of experiences, contributions, notable achievements, fostering deeper insights and learning.
2. Discuss persistent challenges encountered throughout the implementation journey of the ELMC project's activities.

Christian Aid exists to create a world where everyone can live a full life, free from poverty. We are a global movement of people, churches and local organisations who passionately champion dignity, equality, justice and love worldwide. We are the changemakers, the peacemakers, the mighty of heart.

📍 House 42/A, Road 42, Block C WN(A), Floor 1, Gulshan 2, Dhaka - 1212, Bangladesh
☎ +880 2 9859736-7 📧 bangladesh-info@christian-aid.org 🌐 christianaid.org.uk

Christian Aid is a key member of ACT Alliance. Eng and Wales charity no. 1105851 Scot charity no. SC039150 Company no. 5171525 The Christian Aid name and logo are trademarks of Christian Aid. Printed exclusively on material sourced from responsibly managed forests ©



3. Showcase compelling examples, narration, major project achievements and Change Agent contribution to their communities.
4. Foster robust team cohesion and synergy among Change Agents
5. Promote a culture of collaboration, mutual support, and shared vision essential for cultivating an inclusive.
6. Document the best practices and lessons learned of the Change Agents through activities and discussion sessions.

2. Collaboration with Event Management Firm

Christian Aid is hiring an event management firm to arrange a 2D/1N event at a resort surrounding/ Dhaka vicinity. The vendor will be in charge of venue set-up, in terms of all décor and design necessary for the mass event. There is also a requirement for media mobilisation (news coverage confirmation in the prominent media houses (online, electronic, print media) and media coverages collections, dissemination) and setting up district wise display corner.

Venue

Near Dhaka District (Gazipur, Manikgong, Mymensing etc)

3. Proposed date of exhibition

End of April 2024 or 1st week of May 2024

4. Tentative time

Day 1 Afternoon to Day 2 to Afternoon

5. Participants

Change agents from 3 divisions under 8 districts, Christian Aid and partner staff from the ELMC project. Delegates from govt. organization and EU representatives

6. Number of Participants

Approximately 370

7. Responsibilities of Event Management Firm

Head	Items	Quantity	Specification	Remarks
Visibility materials development, designing and printing	Event branding x-stands (standard)	10	Width: 2 feet Height: 5 feet PVC, 4-color, matt	
	Event branding drop down banner with stand	4	Height:10 to 12 ft Width: by 4ft PVC, 4-color, matt	

Head	Items	Quantity	Specification	Remarks
	Event branding backdrop banner	1	Size: subject to venue PVC, 4-color, matt	
	E-Invitation card	1	5 inches by 7 inches (A7)	Only design
	Display Gallery	6	Provide PVC board-8mm set up and stationery – scotch tape, scissors, glue, color poster paper, post its, etc for group work. 3 divisional display corners for Nagorik Uddyog and 3 division for Bandhu	Gallery Walk – District wise presentation on achievements and lessons learnt. The boards will have titles.
	Photobooth	1	Event branded frame that will fit 4/5 people in the rectangle	
	Registration Booth	1	A table set up for registration corner, bag collection and information desk	
	ID cards	320	ID cards for change agents and volunteers	
Media communication	Press release and news coverage confirmation in the prominent media houses both online, print medias, media coverages collections	20 (1 from each Newspaper - English and Bangla)	Ensure media coverages in the top print and online media houses e.g. Prothom Alo, Janakantha, Jugantor, Kalker kantha, Daily star, New Age, Dhaka Tribune, Bangladesh protidin, Daily observer, Asian age, Daily observer, Ittefaq, Vorer Kagoj, Samakal, Daily Sun, TBS, etc	
Curation	Venue set up/decor	1	Event management will collaborate with CAID team and venue management team	Stage design, lighting, backdrops, balloons, banners,

Head	Items	Quantity	Specification	Remarks
			Duration: 2 days	registration booth, photo booth, display gallery, flower bouquets (6) – all done with event colour based branding
Photo and Videography	During the main event day		Photos – raw and edited Video – 3.5 min	Covering full event – 1 night & 1 day
Coordination	Christian Aid team	1	CAID team (consists of project team and admin) and venue mgt	
Certificate for participants	Change Agent Acknowledgement certificate	292	240gsm - 290gsm_Certificate (+Envelope)_Development and printing of IEC materials	

8. Contract duration

April – May 2024

9. Reporting

The Event management team will closely work and collaborate with ELMC project team of Christian Aid particularly with the Advocacy and Communications Officer and Admin department throughout the contract period.