



Terms of Reference (ToR)

The International Organization for Migration (IOM) in Bangladesh is seeking an event management firm/consultant(s) to fulfill the below the Terms of Reference (ToR).

| INFORMATION FOR THE ASSIGNMENT | |
|--------------------------------|--|
| Assignment Output | Arrange a high-level publicity event with venue decoration, promotional items, and technical arrangement |
| Location | Dhaka, Bangladesh |
| Date of the Assignment | July 2022 to October 2022 |
| Reports Directly to | Programme Manager – Prottasha |

Background and objective of the assignment:

With financial support from the European Union, International Organization for Migration (IOM) is implementing a five-year project titled "Sustainable Reintegration and Migration Governance in Bangladesh", known as "Prottasha", in partnership with BRAC since 2017 under the leadership and guidance of the Government of Bangladesh leads the project. The project's overall objective is to contribute to the sustainable reintegration of returnees and the progressive achievement of SDG Goal 10.7 to facilitate orderly, safe, regular and responsible migration and mobility of people, including implementing planned and well-managed policies.

To share the project achievement, challenges, opportunities and spark the conversation of migration on reintegration, governance and awareness-raising, the project is planning to organize a high-level publicity event in October 2022 with the participation of approx. 250 people subject to circumstances permitting. The event will bring together all key stakeholders such as the national and local Government, donors, development partners, civil societies, community leaders, law enforcement agencies, private sector, media etc.

IOM proposes to organize a high-level event to sensitize key stakeholders on project activities and their contribution to the migration arena.

The objective of the assignment:

The event's main objective is to showcase and publicize the achievements, impacts, opportunities, and challenges of the Prottasha project to the key stakeholders.

Key deliverables:

In close coordination with IOM, the event management house shall perform the following activities.

Plan-A

Venue Decoration:

Venue and Stage:

- Prepare the venue and stage distributed in different spaces with podium, light, festoon, banner, photobooth, registration booth, name card etc. Set up a platform with a LED Wall so that the content of the presentations can be presented to the audience.

Note: The stage will be used for presentations, panel discussion, video showcasing and live drama. Once the stage is set, prepare and arrange a simulation, which will be showcased by 10 to 15 people.

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Gate decoration: Provide a couple of gate decoration models and depending on IOM team's decision on the chosen design, set the entry gate with the ornament and prepare other branding and decoration to embellish the available spaces.

Audio-visual equipment:

- Manage audio-visual equipment, prior testing and sound and image verification must be done before the set-up.
- The preceding equipment must include sound and light systems, an online switcher panel; all different devices must be tested and tried before its installation.

Promotional items:

Invitation card: Design and print approx..250 invitation cards to be delivered among the different distinguished guests.

Jute Bag/Environment-friendly bag: Design and produce 250 Jute bags for giveaway materials. The service provider shall also pack the final package with items provided by IOM.

Folder, Notepad, and Pen: Service provider will provide 850 (250 each) Folders, Notepads, and Pens according to the design provided by IOM.

Mug, T-shirt: The service provider will provide 250 Mugs and 250 T-shirts.

Event Live and Promotion

The event will be telecast live on IOM Bangladesh Facebook page and a television channel. Make sure all the logistic and technical support to telecast the event live. The event will also be promoted on social media.

Date of the event: 26 October 2022.

Note: IOM will arrange the venue and food. A photo exhibition will also be organized at the venue as a part of the event. So, good coordination will be required among IOM, venue authority, the vendor for the photo exhibition and event management firm.

Plan-B:

Considering the COVID-19 situation, the vendor will organize the event online with the following actions as plan B.

- A small virtual studio like a TV studio will be arranged to make the event interactive.
- Engage all stakeholders with a virtual event through Teams/Zoom/Other convenient online platforms.
- Pre-record one of the best community activities like IPT Show, Pot Song, and Migration Forum and show online.
- Share the content like video, PPT online.
- Telecast the event live on TV channels, News Papers' social media outlets, and IOM digital media platforms.
- Share returned migrants' testimony online live.
- Mobilize the project's outcome on social media.
- Produce promotional items and ensure delivery to the guests' addresses.

Target Audience of the assignment:

Primary target audience:

- Government of Bangladesh
- Donors and development partners

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- Key stakeholders in the field of migration including CSOs/NGOs, academic, research institutes, private sector, etc.
- Journalists

Secondary target audience:

- Migrants and their families
- Mass people and aspirant migrants
- Local-level migration actors (sub-agents etc.) and service providers

Workflow**Pre-stage:**

- Consult with IOM to obtain additional information on the purpose and context
- Develop a plan for the whole event management

Implementing stage:

- Develop the soft prototypes of every item and get approval from IOM to implement the activities
- Incorporate feedback from IOM and ensure adherence to IOM and PROTTASHA guidelines
- Maintain regular communication and coordination

Post-stage:

- Prepare an event report and share it with IOM

Payment guideline

The payment will be made in two instalments:

- **1st instalment (25% of total amount):** After submitting the final and approved plan
- **Final instalment: (75% of the Total amount)** After completing the assignment and submitting the final deliverables approved by IOM

Duration/ Timeline:

July 2022 to October 2022

*The above is an indicative timeline. In the proposal, Consultants can modify/add accordingly.

Method of Application/Submission of Proposal:

Interested agency/service providers are invited to submit documents stated below by **25 July 2021 on or before 11:59PM** through e-mail to mr.ahmed@iom.int; mentioning the title of the **RFP: CO/RT/2021/009: To arrange a high-level publicity event** in the subject line. Please keep the attachment size under **9 MB**.

PRE_PROPOSAL MEETING:

Please note that, a pre-briefing meeting will be held on 15 July 2021 at 11:00am by Microsoft Teams. Please click here to join the meeting ; the link is [Click here to join the meeting](#)

EVALUATION of PROPOSAL:**Eligibility and Evaluation Criteria with weight:**

| Criteria | Required areas | Score |
|-------------|---|-------------------|
| Eligibility | a. Service Provider should have minimum 3 years of relevant business experience b. Service Provider needs to be submit the updated legal documents | PASS /FAIL |

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| | | |
|----------------------|--|------------|
| | -Copy of Trade Licence, - TIN certificate and - BIN Certificate | |
| Technical Evaluation | <p>a. Organization Profile ----- 7</p> <p>b. Methodology and Creative concept -----25</p> <p>c. Details Work Plan & timeline -----15</p> <p>d. Sample of relevant work experience -----10 (Participating firm should submit at least 2 sample works/experience documents (event more than 200 participants along with proposal)</p> <p>e. Length of Service Experience of Service Provider -5 - If experience of Firm is more than 10 years will get 10 points and or more than 5 years but less than 10 years will get 7 points and above 3 years bur less than 5 years will get 5 points and below 3 years will get Zero.</p> <p>f. Client List -----8 [firm share the list of client of the following categories of organization, if no of client is 8 or above will get full marks]</p> <ul style="list-style-type: none"> - UN Organizations/ Diplomatic mission - INGO/Development Partners - International Organizations - Government /reputed Organization etc] <p>Each client will get 1 points</p> | 70 |
| Financial Evaluation | Price Proposal/ Cost of the Proposal | 30 |
| | Total Score | 100 |

Others Terms :

- Price proposal should be inclusive of AIT and VAT
- IOM will not deduct the AIT and VAT at Source and awarded bidder will submit the VAT challan along with Invoice
- Details Price break down should be mentioned in the Proposal

Required documents for the submission

Service providers need to submit a technical and financial proposal separately in a single email.

Technical Proposal must contain:

- i. Profile of the service provider: A summary of the organization and CV of the experts including records of experience.
- ii. Methodology with detailed work plan and timeline.
- iii. Creative concept with tentative work plan with options.
- iv. Required documents for Technical Evaluation

The financial proposal must contain:

Listing all costs associated with the assignment.

Professional and Related Experiences:

The proposed team from the service provider should have the following competence:

- Must be an expert in the field of event management and publicity.
- Sound knowledge and demonstrated capacity in arranging events for development organization.

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- Previous experience
- Ability to deliver according to the stipulated timeline while maintaining the quality of the output.

The Proposals must be written in **English**.

Other Required Documents:

- i) Copy of Legal Documents (Trade License, TIN, BIN, Certificate of Incorporation etc)
- ii) Experience documents as per eligibility and technical evaluation criteria
- iii) Company profile
- iv) List of clients with evidence (copy of work order, MOU, Experience certificate etc.)
- v) Sample works as per technical criteria for similar works
- vi) length of Service experience with evidence
- vii) other documents related to the evaluation

Special Note: Venue and Food for invited guest will be provided by IOM

For any queries, please write to: mruahmed@iom.int

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