



**Terms of Reference**  
**Thailand/RFQ/PSP/2021/005**  
**Event Organizing Services**

## 1 Introduction

### 1.1 Background

UNHCR is mandated by the United Nations to lead and coordinate international action for the worldwide protection of refugees and the resolution for issues facing refugees. The number of people forced to flee from home is over 70.8 million which is the highest number since World War II. Today, UNHCR is one of the world's principal humanitarian agencies. Its staff of more than 16,700 personnel in 138 countries. Staff members work in a diversity of locations and conditions including in our Geneva-based Headquarters (HQ) and more than 501 field locations worldwide. UNHCR's primary purpose is to safeguard the rights and well-being of refugees.

Since 1975 UNHCR in Thailand has been working continuously with the Royal Thai government and NGOs in order to help and provide protection to refugees who live in refugee camps in Thailand. We have helped the country meet the protection needs of successive migrations of refugees from Cambodia, Laos, Vietnam and Myanmar since the 1970's.

There are currently some 96,755 refugees in Thailand who are mainly ethnic Karen and Karenni forced to flee from conflicts in Myanmar. For over 30 years, they have been living in nine camps in four provinces: Ratchaburi, Kanchanaburi, Mae Hong Son, and Tak. Most of them are children, women and people with disabilities whose voice are seldom heard.

#### **Private Sector Partnerships Service (PSP)**

Since May 2008, UNHCR Thailand has started raising funds from individual donors through the Face to Face (F2F) and digital fundraising programmes. Donation raised from donors in Thailand has become the major proportion for funding to support refugees in Thailand. In 2016, PSP department has increased awareness about refugees with several integrated campaigns such as NAMJAI FOR REFUGEES which raises funds for refugees in Thailand with involvement of Thai leading celebrities and "Nobody Left Outside", which aims to provide shelter for refugees outside Thailand. The approach using offline and online activities together with engagement with high profile supporters and celebrities have increased awareness about refugees and visibility of UNHCR among Thai people and we will continue the momentum in 2021.

More information can be found on UNHCR globally; [www.unhcr.org](http://www.unhcr.org) and about UNHCR Thailand [www.unhcr.org/th](http://www.unhcr.org/th)

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## **1.2 Statement of Purpose & Objectives**

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The Private Sector Partnerships (PSP) of UNHCR Thailand is looking to partner with qualified agency/ies that can conceptualize, plan, and execute events of varied scales over 6 months. Each event is aimed to strengthen UNHCR's brand recall among new audiences, acquire new donors, foster loyalty among its current supporter base, and create a journey that leaves an impact in the minds of all attendees.

The service contract phase is planned from July to December 2021, covering the following objectives:

- Conceptualization and construction – Propose innovative event design and construction that align with UNHCR's brand and event objectives.
- Planning – Map out an audience centric strategy with full logistic complement
- Execution – Create a dynamic event and/or brand experience that leaves a lasting positive impression

**The activity list can be found in this ToR. Please refer to Annex F for detailed description and specifics of all activities.**

## 2 Requirements

### 2.1 Core requirements

#### 2.1.1 Project Management

- The appointed service provider will be expected to manage end-to-end production needs of events scheduled during the contract period including but not limited to coordination, technical assistance, and engaging with sub-contractors.
- Develop a comprehensive event organization plan based on UNHCR Thailand’s event calendar for August – December 2021
- Remark: UNHCR will be responsible for venue rental cost, MC and guest invitation

Month	Activity
Aug	Face-to-Face Fundraising Booth & Activity (Scope includes production of materials)
Aug	FundComm: Press conference: BG Pathum United
Sep	Face-to-Face Fundraising Booth & Activity (Reuse materials from August edition)
Sep	Talk Show Event
Oct	Face-to-Face Fundraising Booth & Activity (Reuse materials from August edition)
Oct	Retention: Donor conference
Oct	Refugee Food Fest & Activity
Nov	Face-to-Face Fundraising Booth & Activity (Reuse materials from August edition)
Nov	FundComm: Press conference: Patron for Aiming Higher
Dec	Face-to-Face Fundraising Booth & Activity

#### 2.1.2 Production of event assets

- Work with UNHCR Thailand’s project manager to produce relevant assets to support the promotion of activities including videos content if needed.

**The agency must:**

- Bring significant knowledge and experience of developing successful public engagement events and have developed a sector-leading reputation for these initiatives
- Have a proven track record of delivering successful campaigns and events.
- Have relevant experience of working with non-profit events
- Have relevant experience of strategically utilizing brand ambassadors, influencers, and content creators to reinforce the event objectives
- Have experience in conceiving of and producing offline/online assets to back up a creative idea
- Be able to work closely with staff of PSP Thailand and with key stakeholders across the UNHCR network in a collaborative and creative working environment.

Additional note: The budget allocated may vary and is subject to UNHCR’s confirmation and detail activities. The budget will be confirmed through a specific “Statement of Work” (SOW) of each agency and corresponding purchase order (PO).

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## **2.2 UNHCR Responsibilities**

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UNHCR is responsible for:

- Working with the selected agency/ies to develop a full project brief
- Preparing Statement of Work and identifying requirements, timelines, and budgets for each event
- Providing event briefs for the services requested including objectives, target audiences, and tonality required.
- Providing existing creative communication assets to be adapted to event as needed

### 3 Content of the proposal and evaluation

The company is required to propose the event strategy, cost breakdown and implementation plan by each activity throughout the period.

Please make sure that you submit the necessary information to establish compliance with the below eligibility criteria. The evaluation will be based on pass/fail (Yes or No) method. Your proposal must be compliant with all the below listed:

- Proven track record of delivering 10 number of successful campaigns and events.
- At least 1 number of clients (current and/or previous) in the non-profit sector
- At least 1 year of relevant experience of strategically utilizing brand ambassadors, influencers, and content creators to reinforce the event objectives
- At least 2 years of experience in conceiving of and producing offline/online assets to back up a creative idea

Please fill out **Annex B**, using single currency (THB) to provide your fee structure and sum-up the total cost for the events.

UNHCR shall pay the vendor(s) within 30 days after satisfied completion of service requested. Payment shall be made against invoice and based on the quotation submitted by the vendor(s).

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#### 3.1 Personnel Qualifications

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Experience of core people who will work on UNHCR project, including experience with similar projects. Please also provide a brief Curriculum Vitae (CV) of the core staff to work on the project. The number of years of relevant experience will be scored during the technical evaluation.

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#### 3.2 Vendor Registration Form

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If your company is not already registered with UNHCR, please complete, sign, and submit with your Technical Proposal the Vendor Registration Form (**Annex C**).

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#### 3.3 Applicable General Conditions

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Please indicate your acknowledgement of the UNHCR General Conditions of Contract for the Provision of Services by signing this document (**Annex D**) and including it in your submitted Technical Proposal.

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#### 3.4 Special Data Protection Conditions

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Please indicate your acknowledgement of the UNHCR Special Data Protection Conditions (**Annex E**) and include the signed copy into your submitted Technical Proposal.

## 4 Key Performance Indicators

### 4.1 Performance Evaluation

UNHCR expects to monitor the performance of the selected supplier after each event the following KPIs:

<b>Event Production Quality</b>	Logistic requirements adequately met with no delays
<b>Program Execution</b>	Technical Support, Direction
<b>Management of Goodwill Ambassador, Speakers and other talents</b>	Professional, courteous, and discreet