

TERMS OF REFERENCE (TOR)

Event organizer to provide conference venue, logistical management, and administrative support for a half-day online/in-person hybrid event organized by UN Women and the Ministry of Gender Equality and Family in Seoul, the Republic of Korea in February 2022

1. Background

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

Established by UN Women with the support of the Ministry of Gender Equality and Family (MOGEF) of the Republic of Korea in 2021, the **UN Women Centre of Excellence for Gender Equality** (the Centre) is dedicated to supporting traditional and non-traditional stakeholders in realizing commitments to gender equality, women's empowerment, and the rights of women and girls through (i) gender capacity-building training programmes, (ii) research and support for production and use of gender data, and (iii) network building, partnership cultivation and advocacy as a leading gender training and knowledge hub in Asia and beyond. The UN Women Centre of Excellence for Gender Equality embraces innovation, including as it relates to new technologies and partnerships, to increase the breadth and depth of its work, aligning with the 2030 Agenda for Sustainable Development and its transformative promise to leave no one behind.

2. Objective

With the signing of the Exchange of Notes on the UN Women Centre of Excellence for Gender Equality, UN Women and MOGEF are organizing **a half-day event in a hybrid format (online and in-person)** *"Forum on the Promotion of Gender Equality in the Asia-Pacific Region (tentative)"* which would bring together regional gender equality leaders to commemorate the establishment of the Centre, promote the Centre's activities, and lay the foundation for cooperation and partnerships across Asia-Pacific.

UN Women is looking for a qualified and experienced **event management company** to organize and manage logistics for the hybrid event in Seoul, the Republic of Korea in February 2022.

3. Scope of work

The role of the selected service provider under the guidance and instructions provided by UN Women Regional Office would include but not limited to:

- a) Secure an appropriate venue in Seoul for up to 50 in-person attendees
- b) Develop key visual for print and digital promotion and branding purposes related to the event under the guidelines of UN Women
- c) Agree upon number of communications materials to be created in the lead up to, during, and post-event (key visual, social media assets, slide decks etc.)

- d) Manage participant registrations at the venue and across digital platforms, and deliver post-event report on attendance
- e) Provide support in setting up the conference room including stage and necessary stationery
- f) Arrange coffee/tea refreshments during the break if allowed within the COVID-19 measures
- g) Set up and maintain relevant IT facilities including video-conference for online speakers and guests with both pre-recorded videos and real-time attendance, lighting, audio and projection
- h) Arrange online livestreaming of the event across multiple platforms if requested by UN Women (including video conference platform, Facebook Live, and others as requested)
- i) Provide a professional photographer and videographer to capture key moments and messages from the event, and agree upon number of final products required by UN Women
- j) Arrange a professional MC for the event
- k) Arrange real-time Korean-English and English-Korean interpretation during the event for both in-person and online audiences
- l) Add the Korean subtitles on the pre-recorded video messages in English (as needed depending on arrangements for live-interpretation)
- m) Provide other relevant on-site logistical services upon the request of UN Women
- n) Conduct a full dry-run in the lead up to the event, ensuring all on-site and online aspects are executed as planned
- o) Ensure that the event complies with the health and safety regulations including COVID-19 measures
- p) Support UN Women on any other event-related matters
- q) Prepare a post-event financial report to UN Women

The overall duration of the provision of services is from 3 to 28 February 2022 with the hybrid event tentatively scheduled for **17, 18, 21 or 22 February 2022**.

The service provider is expected to provide **on-site support** for the in-person participants of the event. The expected in-person speakers and participants include senior officials from the ministries, agencies and the National Assembly of the Republic of Korea as well as representatives of civil societies. 1 or 2 UN Women representative may also join the event in person.

The service provider is expected to provide the **online support** for the overseas participants. The expected international speakers and participants include high-level officials from UN Women and other UN agencies, ministers from Member States in the Asia-Pacific region, UN Women Goodwill Ambassador, and other stakeholders including youth activists. They will either provide pre-recorded video messages in advance or join the event via a video-conference such as Zoom in real-time. The event organizer will compile and manage all the recordings and the video-conference connections to endure a smooth execution of the hybrid event. The event might become open to the public which may require livestreaming if necessary.

Event Agenda (draft)

Topic	Speaker	Duration	Format
Registration		30 minutes	
Opening remarks	Speaker A (Local)	5 minutes	In-person
Welcoming remarks	Speaker B (International)	5 minutes	Pre-recorded video
Congratulatory remarks	Speaker C (Local)	5 minutes	In-person or Pre-recorded video
Congratulatory remarks	Speaker D (Local)	3 minutes	In-person

Congratulatory remarks	Speaker E (International)	3 minutes	Pre-recorded video
Congratulatory remarks	Speaker F (International)	3 minutes	Pre-recorded video
Congratulatory remarks	Speaker G (International)	3 minutes	Pre-recorded video
Congratulatory remarks	Speaker H (International)	3 minutes	Pre-recorded video
Recess		15 minutes	
Introduction of the UN Women Centre of Excellence for Gender Equality	Speaker I (International)	15 minutes	In-person
Panel discussion on the Centre's role and the operational direction for promoting gender equality in Asia-Pacific	3-4 Speakers (Local and International)	40 minutes	In-person and online (live)
Closing remarks	Speaker I (International)	5 minutes	In-person

A more detailed event agenda will be shared with the selected service provider.

4. Deliverables (in English)

Deliverable	Deliverable Timeframe
Booking confirmation of the venue	8 February 2022
Dry run of the hybrid event with the pre-recorded videos including the Korean subtitles	15 February 2022 (or three business days before the event)
Recording of the entire event, post-event materials, photos, videos and financial report	18 March 2022

5. Minimum Requirements

Qualifications of the Organization

- Minimum 3 years of experience in event planning, coordination and logistics management with hotels and vendors, administrative support, and conceptualizing branding for event in the Republic of Korea
- Experience working with multi-national organizations, inter-governmental organizations and the United Nations Agencies is an advantage
- Experience working in the area of gender equality and women's rights is an asset
- Proven experience with organizing events in hybrid formats (online and in-person) is an advantage
- Legally constituted organization with a valid registration

Qualifications of the Team Leader

- Master's degree in the field of international development, gender studies, social science, journalism, communication, or other related area
- A minimum of 7 years of relevant experience in planning, organizing, and executing online and in-person events
- Demonstrated skills in designing and developing communications materials and products including videos, posters, and social media products are advantageous
- Excellent use of relevant software such as Microsoft Office and Adobe Design is required
- Familiarity and experience with communications campaigns or events on gender equality is an advantage
- Fluency in English and Korean

Qualifications of the Team Member(s)

- Bachelor's degree in the field of international development, gender studies, social science, journalism, communication, or other related area
- A minimum of 3 years of relevant experience in planning, organizing, and executing online and in-person events
- Experience in designing and developing communications materials and products including videos, posters, and social media products is an asset
- Good use of relevant software such as Microsoft Office and Adobe Design is required
- Familiarity and experience with communications campaigns or events on gender equality is an advantage
- Fluency in English and Korean

Subcontracting

- The vendor is strongly encouraged not to sub-contract > 50% of the total work. If a vendor/s intend to do so, they must state the actual percentage (that will be outsourced) in their offer/quotation.

6. Communication and Reporting Obligations

The service provider will work under the overall guidance of the Head of External Relations and the direct supervision by the Partnerships Development Consultant at UN Women Regional Office for Asia and the Pacific. The service provider may also work with other colleagues at UN Women and MOGEF such as the Communications Officer.

7. Roles and Responsibilities of the Parties

UN Women will provide the guidance and coordination for the event.

The service provider shall be required to bear all the related costs and work independently to successfully the end results. This would include (but not limited to) any costs that might be incurred for a venue, IT facilities and travel in relation to the event.

- Professional fee must be quoted in lump-sum amount per deliverable. The lump-sum amount must be detailed of how the professional fee of each team member is calculated.
- Logistics arrangement for the event, selection of venue, list of participants, invitation, collection of attendance sheet, etc.
- Indirect costs such as printing, stationeries, and communications in relation to the scope of work of services must be included in the financial proposal
- Travel costs for technical team members of service providers: all envisaged travel costs such as most direct and most economic local travel, living allowance, terminal expenses etc. must be included in the financial proposal. In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses shall be agreed upon, between UN Women and Service provider, prior to travel and will be reimbursed upon Contract Amendment.
- All costs related to production of the communications materials
- All costs related to English-Korean and Korean-English interpretation and translation

8. Evaluation Criteria

Quotations will be evaluated based on UN Women "**Lowest priced, technically compliant offer methodology**". The contract will be awarded to the organization who meet the requirements and provided the lowest price.

9. Submission of Application

- Company profile
- Company registration
- Technical proposal with the full list of services to be provided, and how the above-mentioned requirements are met
- Financial Proposal/Quotation with breakdown of budget lines as per required deliverables. The quotation shall specify a lump sum amount breaking down for each deliverable/item as attached table
- Name and email address of three previous clients for reference checks