

# TERMS OF REFERENCE FOR SERVICE CONTRACTING

<b>Assignment</b>	<b>For procuring services of Event Management Agency to provide Event Management for the MENA Regional Summit on the Transition of youth from Learning to Earning</b>
<b>Location</b>	(Home Based)
<b>Duration</b>	(17 <sup>th</sup> February – 31 <sup>st</sup> May 2022)
<b>Estimate number of working days</b>	(TBC)

## 1. JUSTIFICATION/BACKGROUND

The UNICEF Middle East North Africa Regional Office (MENARO) supports programmes for children across 15 UNICEF Country Offices (COs) and 1 Area Office across the MENA region covering 20 countries: Algeria, Bahrain, Djibouti, Egypt, Iran, Iraq, Jordan, Kingdom of Saudi Arabia, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, State of Palestine, Sudan, Syria, Tunisia, United Arab Emirates and Yemen.

MENARO Co-Chairs an Issues Based Coalition (IBC) for Adolescents and Youth in the region and one of the important priorities is to improve opportunities that support the transition of youth from learning to earning. In the context of the IBC, UNICEF, UNFPA, UNDP and ILO are collaborating in the conceptualization and organization of a Regional Summit on Youth Learning to Earning, to be held in May 2022 in Jordan. As such, MENARO is now looking to contract an Events Management Organization (EMO) to undertake the management and all required logistic arrangements for the Regional Summit.

## 2. OBJECTIVE AND TARGETS

The 2.5 day Summit is being designed to deliver on the following objectives:

1. Enable an exchange of good practices relevant to adolescents' and youth's learning, skilling, and transition to work across the region.
2. Enable contributions by youth themselves to shape solutions to challenges being faced.
3. Promote a shared agenda across governments, private sector, youth, CSO and UN which will inform meaningful progress on these issues.
4. Establish a regular forum which will enable the region to unite to share progress, exchange good practices and co-creation further solutions to address bottlenecks.

The Summit will be attended in person by National Delegations across all MENA Member States. Each delegation is expected to consist of between 6-8 people and will be headed by government and consist of private sector, youth and CSO attendees. UN Country teams from across the MENA region will also attend and as such, we are expecting an in-person attendance figure of around 200 persons. It is also intended that in addition to physical attendance, remote “virtual” attendance at the Summit is made possible to enable the Summit to be more inclusive, particularly for vulnerable youth who might be restricted from travel. The government of Jordan have kindly offered to host the Summit but the venue for the Summit itself is yet to be identified and confirmed. The Summit will be delivered over 2.5 days, with two days of plenary and breakout sessions and an additional half-day for field visits. The EMO is **NOT** expected to organize the field visits. The UN agencies will provide the proposed Summit agenda to the EMO upon award of the contract.

### **3. SCOPE OF THE WORK (WORK ASSIGNMENT)**

#### **Before the Summit:**

1. Either identify, or work with the pre-identified Summit venue to design a Summit staging plan which includes the staging, branding, plenary and breakout sessions, venue catering and venue logistics for the Summit.
2. Work with the government of Jordan and the UN Agency security focal persons to ensure a comprehensive Summit security protocol is put in place.
3. Develop a Summit Covid-19 prevention and mitigation protocol for the Summit, in line with the guidelines provided by the UN and the requirements of the government of Jordan. This protocol will need to be approved by the UN agencies prior to being implemented.
4. Design an end-to-end process to work with the UN Country Offices in supporting the identification of and delivery of all necessary attendance and travel logistics.
5. Work with the MENARO Summit focal person and government of Jordan to secure a suitable Summit accommodation package.
6. Set up a website for the Regional Summit and keep this updated in the lead up to the event. This microsite should:
  - Incorporate Summit identity and branding guidelines as provided by UNICEF on behalf of the IBC as well as UN agency identities and branding guidelines;
  - Provide an easy-to-use portal where Members of national delegations can register to attend the Summit and access logistics support in terms of travel logistics (support with visas, hotel reservations, flight reservations);
  - Include an easy-to-use system where participants can register for various thematic break-out sessions that will be organized during the session and for the field visits.
  - Be populated with updates as provided by the UN agencies which help promote the objectives of the Summit and outputs of events leading up to the Summit
  - Generate interest and excitement about the Summit.
  - Capable of hosting and promoting the national level commitments which will be made by national delegations at the Summit.
  - See the <https://www.childrenyouthforum.org/> as an example for inspiration.

7. Develop a plan to cover the production and placement of all event-related materials and services (audio-visual, branding, etc). Liaise with the UNICEF focal person to confirm the desired set up and coordinate the design and production of all materials.
8. Ensure that simultaneous translation services will be available at the event covering English, Arabic and French.
9. Plan, design and produce a market-place exhibition area based on the themes of the Summit at the conference venue. This will need to accommodate approximately 30-40 booths (approx.. 5ft x 5ft each). Booth will be occupied by attending delegates that wish to showcase their work. The EMO will need to organize the construction of the booths and coordinate with booth focal points to ensure that all display materials are collated in time for the forum day.
10. Ensure availability of appropriate press-briefing space. Work with Selected media partners to ensure their media coverage needs are incorporated into Summit logistics.
11. Organize video-link web-connections between the Summit and vulnerable participants and speakers who are not able to physically travel to the Summit as required. The UN agencies will provide guidance on these.
12. Manage the shooting, production and preparation of Summit AV packages as per requirements of the UN agencies organizing the Summit.
13. Develop a sustainability impact management protocol for the Summit, in line with ISO International Standard ISO 26261.
14. Attend internal update meetings as requested by UN agencies to keep stakeholders updated of the Summit organization.

#### **During the Summit:**

1. Organize and manage airport transfer of participants to and from the Summit accommodation venue.
2. Manage a Summit registration desk.
3. Manage the set up of the stage, back drop design, AV equipment, translation services (including interpreters and headphones for delegates) , breakout rooms, market place for the entire Summit.
4. Manage the provision of catering and refreshment requirements for the entire summit, other special receptions as requested and a thank you dinner for delegates at the evening of day 2 of the Summit.
5. Manage audio and video recording of the Summit plenary sessions and breakout sessions and overall Summit photography.
6. Ensure adequate event staff are on hand to manage the Summit, assist the Summit organizers and support Summit delegates at all times during the Summit.
7. Print and arrange workshop materials for distribution to all participants.

8. Ensure Summit venue has adequate internet connectivity with speed and bandwidth necessary to enable video-link connections.
9. Organize the live-streaming of the Summit via the Summit microsite and UN agency social media channels.
10. Support needs of visiting press / media in providing coverage of the Summit proceedings and its outcomes.

#### **After the event**

1. Collapse and removal of all staging, branding and other non-keepable Summit assets.
2. Provide all Summit video and audio transcripts to the Summit organizers and all Summit photography.
3. Handover management of the Summit microsite to the Summit organizers. This should include all IP associated with the microsite and enable the organizers to independently ensure continued web-hosting and take over the management and updating of the microsite. From the outset, the microsite is to be consider the exclusive IP of UNICEF MENARO.
4. Submit final invoices and close the contract.

#### **4. EXPECTED DELIVERABLES**

<b>STAGE</b>	<b>DELIVERABLE</b>	<b>DESCRIPTION</b>	<b>TIMELINE</b>
<b>Pre-Summit</b>	Confirm summit venue	Work with UN and government of Jordan to secure suitable venue for Summit.	Within 30 days of contract start date.
	Security protocol submitted and approved.	Work with UN and government of Jordan to develop security protocol	Within 30 days of contract start date.
	Covid-19 prevention and mitigation protocol	Develop Covid-19 mitigation and prevention protocol and have it approved by UN agencies.	Within 30 days of contract start date.
	Summit staging plan	Develop Summit staging plan and design and produce venue map.	Within 60 days of contract start date.
	Logistics Plan	Develop plan to support all logistic needs for Summit.	Within 30 days of contract start date.
	Set up Summit Microsite	Build and release summit Microsite.	Within 15 days of contract being awarded
	Materials and services production plan	Prepare plan for all summit materials and services production.	Within 45 days of contract being awarded

	Translation and interpretation services and equipment.	Secure translation and interpretation services and equipment.	Within 60 days of contract being awarded.
	Market place	Submit venue plan for the market place booths exhibition.	Within 60 days of contract being awarded.
	Summit sustainability plan	Develop and have approved a Summit sustainability plan to minimize negative environmental impacts (in line with ISO20121).	
<b>During Summit</b>	Organize and manage airport transfer of participants	All necessary transfer arrangements organized and delivered.	During the summit.
	Registration process.	Staffed registration desks set up for Summit delegates.	
	Staging and AV delivery and venue set up.	Stage is built to agreed backdrop design and all AV, translation and interpretation services are delivered and managed. Ensure venue is set up as per event plan.	
	Catering and refreshments	Ensure all catering and refreshment requirements are delivered in line with the event plan.	
	Thank you dinner	Organize and provide event management for Summit thank you dinner on evening of day 2 of the Summit.	
	Audio and video recording and photography.	Comprehensive event videography, audio and photography conducted.	
	Event staff and management	Event staff are fully available to attend to needs of Summit delegates and assist summit organizers at all times during the Summit and across all summit activities.	
	Materials printing and distribution	All planned Summit materials are printed and distributed during the Summit.	
	Internet connectivity	Summit venue internet connectivity requirements are managed without interruption during the Summit.	
	Live streaming	Summit is Live-streamed across microsite and UN agency channels.	
	Press	Visiting press and media are supported with their needs to	

		cover the Summit and its outcomes.	
<b>Post Summit</b>	Return airport transfers	Deliver and manage all necessary return airport transfers for delegates.	As per delegates needs.
	Collapsing and removal	All non-keep-able / non-reusable summit materials are deconstructed and removed from venue	Immediately after Summit concludes.
	Videography and photography	All videography and photography are delivered to Summit organizers	Within 1 day after the Summit concludes.
	Handover management of microsite	Handover management of microsite to UNICEF MENARO.	Within 2 days after the Summit concludes.
	Submit final invoices and close the contract.	All invoices submitted to conference organizers.	Within 30 days after the Summit concludes.

## 5. PAYMENT SCHEDULE

Completion of pre-Summit activities phase: 30%

Completion of Summit delivery phase: 30%

Completion of post summit phase: 40%

## 6. OFFICIAL TRAVEL INVOLVED

The awarded organization will be expected to undertake regular travel to the Summit venue.

## 7. DESIRED QUALIFICATIONS, SPECIALIZED KNOWLEDGE OR EXPERIENCE

The appointed organization should have a proven history of exceptional quality end-to-end event management including events which consist of delegates from multiple countries requiring robust security and logistics plans involving high-level government representatives, private sector, youth, media and civil society.

The organization should have demonstrable experience in delivering events in line with ISO20121.

Organizations are encouraged to showcase their previous work within their technical proposals.

A proven track record of delivering on time and exceeding client expectations.

### A. Company

At least 5 years-experience in delivering high-quality complex multistakeholder events with exceed client expectations.

### B. Team composition

**Event Team Lead:** At least 10 years demonstrable experiences in working on high-quality, complex multistakeholder events.

**Event Team Members:** At least 3 years demonstrable experience in working on high-quality, complex multistakeholder events.

## 8. CALL FOR PROPOSALS

70\_\_\_% technical  
30\_\_\_% financial  
100% total

Submitted proposals will be assessed using Cumulative Analysis Method. All request for proposal will be weighed according to the technical (70 points) and financial considerations (30 points). Financial proposals will be opened only for those application that attained 70% or above on the technical part. Below are the criteria and points for technical and financial proposals.

### A. Technical Proposal

Applicants shall prepare a proposal as an overall response to ToR ensuring that the purpose, objectives, and deliverables of the assignments are addressed. All proposals to include (but not limited to):

- ☐ A technical proposal that includes a brief cover letter and understanding of the assignment is required.
- ☐ Based on the proposed timetable laid down in the TOR, a proposal of the detailed methodology, tentative work plan and time schedule is required.
- ☐ The methodology should outline details of the approach that would be employed to provide end-to-end management of the event.
- ☐ Updated profiles/ CVs of the team members listing similar experiences/assignments and highlighting those focused-on adolescents/youth budgeting, youth engagement and participation.
- ☐ Quality assurance mechanism and risk mitigation measures put in place
- ☐ Example of similar projects done and at least two references from a previous vendor

#### 1. Overall Response (10 points)

- General adherence to Terms of Reference and tender requirements (5 points)
- Elaborated and articulated understanding of scope, objectives and overall assignment requirements. (5 points)

#### 2. Proposed methodology and approach (40 points)

Deliverables are addressed as per TOR (10 points)

Quality of proposed methodology (15 points)

Robustness of proposed event management plan (15 points)

Proposed timelines are met (5 points)

#### 3. Company and key Personnel (20 points)

- Company meets minimum 10-years experience (4 point)
- Event Lead meets minimum 10-years experience (3 points)
- Events team meeting minimum 3-years experience (3 points)
- Examples of past experience (10 points)

Minimum technical score: 70% of 70 points = 49 points

## **B. Financial Offer**

□ A financial proposal with a breakdown of all costs that are to be charged to UNICEF and based on deliverables. This includes estimated number of working days, consultancy fees, all office administrative costs, international and local travel costs, as well as any additional requirements needed to complete project or that might have an impact on cost or delivery of products. Travel expenses should be based on the most direct route and economy fare. Quotations for business class fare will not be considered.

The Financial Proposal shall be submitted in a separate file, clearly named Financial Proposal. No financial information should be contained in the Technical Proposal.

Only those financial proposals will be opened which have been technically accepted according to the above criteria. Financial proposal will be weighted based on the clarity and appropriateness.

Total Financial 30 points

## **C. In addition, the institution should consider the following in the submission:**

- A. Company profile (Company structure, team composition, organogram...etc)
- B. A complete copy latest audited financial statements with comparative figures for the two most recent years; preferably signed by Company's accounting firm/certified external auditor.

The financial statements are to include, but not limited to, the following:

- The Balance Sheet (mandatory)
- The Income Statement/Profit and Loss Statement (mandatory)
- Statement of cash flows

- C. Company registration

## **9. UNICEF RECOURSE IN CASE OF UNSATISFACTORY PERFORMANCE**

UNICEF reserves the right to withhold payment on each individual and consolidated output until the consultant provide satisfactory quality output as reviewed by the project supervisor. In case of unsatisfactory performance, misconduct, unacceptable quality, the payment will be withheld until quality deliverables are submitted and subsequently, the contract will be terminated or contractual penalties shall apply in accordance with the General terms and conditions stated in the tender document if the contractor fails to deliver.

## **10. CONDITIONS**

- The **contractor** will work on its own computer(s) and use its own office resources and materials in the execution of this assignment. **The contractor's fee shall be inclusive of all office administrative costs**
- Local travel and airport transfers (where applicable) will be covered in accordance with UNICEF's rules and tariffs.
- Flight costs will be covered at economy class rate as per UNICEF policies.



- Any air tickets for travel will be authorized by and paid for by UNICEF directly, and will be for the attendance of meetings and workshops.
- Please also see UNICEF's Standard Terms and Conditions attached.

## **11. ENQUIRIES**

**Please direct any enquiries to the below dedicated email address indicating the bid reference:**

**UNICEF Jordan procurement team: JCO-Procurement@unicef.org**

## **12. SUBMISSION**

**Proposals with all supporting documents should be addressed separately to:**

**UNICEF Jordan Bids : Jordanbids@unicef.org**