

UNICEF Request for Expressions of Interest (REOI)

EVENT PRODUCTION SERVICES

I. BACKGROUND AND CONTEXT

The United Nations Children's Fund (UNICEF) is a leading humanitarian and development agency working globally for the rights of every child. Working for a world in which every child has a fair chance in life, UNICEF has the fundamental conviction that all children have an equal right to survive, thrive and fulfil their potential to the benefit of their societies and a more equitable role.

UNICEF is on the ground in one hundred and ninety (190) countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations, and governments.

UNICEF's Private Fundraising & Partnerships Division (PFP) coordinates all engagement activities with the Private Sector, including individuals, this in coordination with UNICEF headquarters in New York and in close collaboration with National Committees (NatComs) and Country Offices.

The Planning, Research, Information M&E team (PRIME) operates within UNICEF's Private Sector Fundraising & Partnerships Division (PFP). To that end, PRIME seeks companies with event producing experience to support UNICEF's needs for public events ranging from small-scale panel discussions to large-scale high-level events. The companies must have extensive event production and talent management experience and be able to support UNICEF to achieve flawless execution of events in support of UNICEF's mission and issues.

II. DESCRIPTION OF REQUIREMENTS

We cordially invite interested companies to submit their Expressions of Interest to collaborate with UNICEF in the planning and execution of a diverse range of events, spanning small, medium, and large scales, encompassing face-to-face, digital, and hybrid formats. These events are pivotal in bolstering PRIME's mission across specific thematic areas and pressing concerns.

Our envisioned events will fall within distinct size categories, varying from intimate gatherings of 20-100 attendees to larger assemblies of 200-1800 individuals. The spectrum of activities includes internal events for UNICEF offices and staff, to high-visibility, public-facing and exclusive events. Format can vary from full face-to-face, to full virtual, or a combination thereof, and methodologies can include as panel discussions, TED-style talks, concerts, etc.

We expect nothing less than the flawless development and execution of these events, upholding the industry's highest standards, including striving to leave a minimal carbon footprint, as well as aligning with UN-established protocols when applicable. Full compliance with all pertinent laws, rules, and regulations is mandatory.

Our events will bring together a diverse and influential audience, including UNICEF Staff, donors, prominent influencers, dignitaries, experts, and youth from across the globe. Your participation in this endeavor will be instrumental in making a positive impact on our collective mission.

By organization of small events, we mean:

- Develop a concept design and implementation plan for specific work requirements within two weeks of receiving UNICEF's instructions for hybrid, on-site, and virtual events.
- Ensure the company possesses all necessary permits and liability insurance for work at the venue, complying with both building and city regulations as applicable, for all types of events.
- Oversee on-site setup, cleanup, and supervise work implementation during hybrid, on-site, and virtual events.
- Provide requisite staffing as needed for hybrid, on-site, and virtual events.
- Offer graphic design, printing, videography, and photography services as required for all event formats.
- Provide catering services, as needed.
- Manage and coordinate guests, including transportation and hotel bookings, as well as invitations and RSVPs, for hybrid, on-site, and virtual events.
- Handle media liaison management on a case-by-case basis for all event types.
- Provide full live event production for livestreaming, webcasting, or virtual conferencing events, including technical support, virtual event management, content production, graphics, and social media content support for all types of events.
- Design and manage interface between live and virtual environments, in case of hybrid formats, and provide end-to-end production support, with technical equipment, as needed.

By organization of medium and large events, we mean:

- Develop a concept design and implementation plan for specific work requirements from UNICEF within two weeks for large and medium-scale events, whether they are hybrid, on-site, or virtual.
- Ensure the company secures the necessary permits and liability insurance for work at the event venue, complying with building and city regulations as applicable, regardless of the event format.
- Direct and manage on-site setup, cleanup, and monitor the implementation of the works during both large and medium-scale events, whether they are hybrid, on-site, or virtual.
- Provide catering services and required staffing for both large and medium-scale events, adapting to the specific needs of hybrid, on-site, and virtual events.
- Offer graphic design, printing, videography, and photography services as needed. Additionally, produce props and promotional/advertising materials according to agreed timelines for all event types.
- Identify and manage talent requirements before and during both large and medium-scale events, regardless of the format. Provide expert stage management, talent coordination, and show calling throughout rehearsals, cue-to-cue, and the live event.
- Manage and coordinate guests, including transportation and hotel bookings, along with invitations, registrations, and RSVPs for both large and medium-scale events, whether they are hybrid, on-site, or virtual.
- Handle media liaison management on a case-by-case basis as needed, considering all event formats.
- Provide full live event production for livestreaming, webcasting, or virtual conferencing events. This includes comprehensive technical support, virtual event management, content

production, graphics, and social media content support for both large and medium-scale events, regardless of the format.

- Design and manage interface between live and virtual environments, in case of hybrid formats, and provide end-to-end production support, with technical equipment, as needed.
- Provide, set-up and manage the event site for virtual or hybrid events, as well as event apps needed for better participant experience. Ensure that full event content is available before, during and after the event.
- Provide project management services and overall coordination of full events, overseeing all relevant work streams of the event in close coordination with relevant UNICEF teams.

III. Interested agencies are requested to share the following information with UNICEF

1. Corporate Profile and Organizational Experience. The Profile of your company/institution and experience in providing similar services to international organizations across the globe including hybrid, on-site and virtual events.

2. Information on the experience of organizing small, medium, and large scale, face to face, digital and hybrid events:

- i. Description of available assets, resources, and material for the organization of on-site small, medium, and large-scale events.
- ii. Description of available assets, online platforms/channels, resources, material, and approaches for the organization of hybrid small, medium, and large events.
- iii. Description of available online platforms/channels for the organization of virtual small, medium, and large events.
- iv. Availability of tools and resources within proposed online platforms.
- v. Description of existing user support within the platform (“how to”, demos, etc.) and available technical service (and at what cost if not included for free).
- vi. Ways to customize the platform, as described previously.
- vii. Examples of actual events organized with description of the event, approaches used, services provided, and tools and platforms used – one for physical, one for virtual and one for hybrid.

3. Miscellaneous/Additional Points

✓ What do you consider as your most differentiating factors from other similar providers in the market?

✓ Any other additional information that you consider relevant to your offering and that you think we should know regarding your services?

4. Procedure for submission of the information: Expressions of interest (Not more than ten (10) A4 size pages) must be sent to PFPprocurement@unicef.org by December 04, 2023 @ 16:00 Hours Geneva Switzerland Time. Suppliers are kindly requested to ensure that their full current contact details (contact person details, postal/e-mail/telephone/fax) are included in their submission.

Note:

- i. This REOI is strictly to request interest and shall not be understood as any sign of award of a contract or as any form of commitment from UNICEF to any company/institution.

- ii. A response does not automatically ensure that a company/academia/corporate institution will be contacted or invited to tender in case UNICEF decides to tender for this assignment.
- iii. UNICEF reserves the right to request for a presentation to help us understand your approach. Cost for the presentation (if any) will be borne by the vendor. The presentation could be done through Skype/Zoom.
- iv. UNICEF reserves the right to change or cancel the requirement at any time during the REOI and/or solicitation process.
- v. All submissions will be treated confidentially.