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| Description: Khyber Pakhtunkhwa B&W | PROJECT MANAGEMENT UNIT“Economic Revitalization of Khyber Pakhtunkhwa (MA)” |  |

**TERMS OF REFRENCE**

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| Country: | Pakistan |
| Name of the Project: | Economic Revitalization of Khyber Pakhtunkhwa and Merged Areas (ERKF-MA) |
| Consultancy Services: | Hiring of Event Management Firm for originating “ International GhandharaFestival 2020”  |
| IBRD Grant No.: | TF-A4251 |
| Project ID: | P124268 |

**BACKGROUND**

Tourism is an important contributor to the economy of Khyber Pakhtunkhwa province (KP) of Pakistan. The number of domestic tourists traveling to KP keeps growing rapidly. According to the World Travel & Tourism Council, the total contribution of travel and tourism to Pakistan’s GDP was USD 22,286.3 million, or 7.4% of GDP in 2017, and further growth for 2018 was expected to be 5.8%. The total contribution of this sector to employment including jobs indirectly supported by the industry was 6.5% of total employment and was expected to rise further by 2.3% in 2018 and travel and tourism investment, 9.1% of total investments in 2017 is expected to rise by 5.2% in 2018.

With the devolution of federal tourism ministry after the passage of 18th amendment to the constitution in 2010, the responsibility to manage and promote tourism was shifted to the provinces. KP has a diverse range of tourism assets, including mountains, valleys, forests and rivers, as well as the province has rich history and is home to the Gandhara civilization.

**RATIONALE**

The GoKP plans to organize multiple international and domestic events starting March 2020, bringing together local and international stakeholders to highlight the vast potential of tourism in KP and its rich history, and to attract investment as well as local and international bloggers, faith based and adventure tourists to the province.

**Objectives of Assignment:**

In order to successfully plan, curate and execute these events (conferences, workshops, investors road shows, expos etc.), the GoKP is looking for the services of a professional and recognized Event Management Firm under the World Bank Procurement guidelines. The firm will work directly with the Project Management Unit (PMU) of the KITE project which is based in Peshawar (Pakistan) and the Department of Culture, Sports, Tourism, Archaeology & Youth Affairs. Depending on the performance of the firm at holding the first event, the contract may be renewed for successive events within the duration of three years.

**Tasks and Responsibilities:**

The selected vendor will help with the overall preparation and management of the event. Specific tasks will include, amongst others:

* Event planning and coordination with all relevant stakeholders in the public and private sectors, World Bank and other development partners
* Preparation of the event’s communication plan and entire content for the event, in high resolution and printable format including pictures taken by the firm for the event or obtained with written permission from the PMU KITE to avoid any copyright issues
* The content writing and designing will be done by the firm for the entire event material and handouts, infographs, backdrops, standees, newspaper adverts and announcements, press releases and social media posts, key talking points for the Senior Minister and Secretary Tourism. material for the infographs
* Designing and developing graphics and artworks for the conference venue including venue makeover if required, as well as for the print and social media
* Design and curate stalls and kiosks displaying relevant art
* Curating the entire event with the help of an experienced Master of Ceremony while following the high-quality standards as observed in international conferences
* Prepare and manage task/project management plan for the event, outlining all important milestones with respective roles and responsibilities and delivery dates
* Plan, design and execute a laser and light show showcasing relevant sites and art such as stupas, Buddhist artifacts, Mosques, Temples, Gurdwaras and other archaeological sites. The collection for this show will be designed/ collected by the firm. Some material such as 360-degree tours of the museums and limited sites could be provided by the Archaeology Department of KP and PMU KITE under strict copy rights
* Serve as the central focal point for the event management;
* Plan the entire venue(s) and it’s layout; including seating and stage plan, logistics, entry and exit points, bathrooms, banners, music equipment and its setup, stalls, lighting arrangements, carpeting, flower displays, Wi-Fi, PowerPoint display and screens (if not provided by the venue management), valet parking, set up for caterers and identify security concerns, if any
* Integrate modern technology in the event including touch screens, easy to use applications on phone, digital display tunnels, gallery walks and recoding of video ops by the signatories and participants
* High resolution photography and recording of the entire event and colored printing of up to 1,000 pictures for each event, as selected by the PMU
* Design, print and dispatch (both electronically and through courier), event invitation cards and follow up using the dedicated RSVP lines/emails assigned by the firm just for the event online registration
* Assign 2 associates to support the PMU and Senior Minister with any follow up and on-site relevant tasks
* Work closely with the PMU and other vendors and suppliers to ensure smooth and timely implementation of all aspects of the event
* Event coverage on social media, twitter, promo and event video, panel videos etc., once cleared by the PMU’s media team. This can be done through JV with a PR and/or Digital Media firm
* Develop and execute a PR Strategy that engages relevant influencers (local and international) in alignment with the theme and intended goals of the conference including experts in archaeology and gandhara history, renowned artists, celebrities, hospitality sector specialists, bloggers and other relevant stakeholders. Tasks include identifying relevant target groups to be invited, designing invitations, developing and managing deliverables from influencers, overseeing communications and logistics, provide on group support at event (facilitation of guests)
* Conceptualize, design and develop conference merchandise and souvenirs to be given to attendees as well as participants as per the theme of the event
* Organize theme-based dinners and musical evening before and after the events. Charges for the venue performers, caterers and food will be paid directly by the PMU, however the firm will identify the venue, caterers, menus (including for tea and lunches during the main event) and performers for the PMU
* Live streaming of the event on multiple forums (including social media) after seeking clearance from the PMU
* Put up a camp office on-site to manage logistics, back up support for technology, wiring, and electricity back up, etc.

**Deliverables**

The Event Manager is expected to deliver the following deliverables in English to the PMU:

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|  | **Deliverables**  | **Timeline** |
| **1** | Detailed Event Management Plan including (i) names of the key team members (technical and administrative both with their core expertise clearly identified), (ii) list of equipment for designing, printing, photography, music mixing, video recording, light and laser show, electricity/power back up, sound system.  | Within five business days after the contract signing |
| **2** | Digitally design the entire content of the event with high resolution original pictures (material for distribution, event promos, handouts, stage backdrops, standees, brochures and infographs, newspaper and social announcements and press releases), share social media calendar with details on pre event, during event and post event strategy and deliverables to ensure content penetration among relevant target audiences | 21 business days before the event date  |
| **3** | Print the material mentioned in ‘2’ above after clearance of the PMU. | 7 business days before the event date |
| **4** | Design and plan the entire layout of the venue, laser and light show, stalls, and music selection. Dedicate a space for the media representatives to ensure maximum coverage and minimum visual obstruction for the audience. | 21 working days prior to event’s date |
| **5** | Identify and plan the site for installing wires/electricity connections, generators (instant power backups) and laser equipment, and fireworks (security permitting) close to the venue while considering all safety perimeters and with clear sign boards to keep masses away from that area. | 7 business days before the event |
| **6** | Depute a senior event manager on-site together with guides and dedicated technology support staff in identifiable uniforms and bearing name tags. Set up and manage participant registration desk and collection of the valuables in case of security requirements prescribed by the PMU.  | On the day before the event |
| **7** | Event report and organized files  | Within 10 business days after completion of the event |

**Organizational Setting:**

During the contract period, the Event Management firm will work from their office and receive necessary support from the Project Management Unit and KP Government.

**Qualifications/ Competencies:**

* 5 years post registration experience in event management registration certificate to be provided 10
* Organized at least 5 events with participation of more than 500 participants 15
* Should have conducted at least 3 events running up to 3 days simultaneously at different venues 15
* Experience in event management for high profile public and show business celebrities as well as planning and organizing international conferences 15
* Highly motivated and experienced firm personnel, trained in coordination, planning events and event content for international and national clientele and should have event Manager, Archeologist, Laser Work Expert, Animation and design expert, content writer, master of ceremony and Social Media Expert on board 35
* Should be financially sound having and shall have in its current offices all the necessary equipment and facilities. Audited financial statements for the last years to be provided. 10

**Selection method**. The firm will be selected in accordance with the National Competition Base (NCB) as defined in the World Bank procurement guide lines (procurement of Goods, Works, and Non-consultancy Services) 2011 revised 2014.

**The first event will be the International Gandhara Conference planned for March end 2020 at possibly 3 different venues over 5 days.**

1. It will highlight KP’s historical significance as the birthplace of the Gandhara civilization, bringing together federal and provincial Government officials, development partners and the international community including delegations of Buddhist monks, civil society, international tourism organizations, think tanks, academia, social media influencers, private sector and investors, and local and international media. The festival will be designed to attract a sizeable audience, and will require set up and coordination for multiple activities including cultural shows, gallery walk with digital displays of Gandhara artifacts, pictures of stupas and relevant content, live music, food stalls with local cuisine and educational events for all age groups.

Tentative venues for the event include **Nishtar Hall**, **Bala Hisar Fort**, **Governor House KP** and **Takht-i-Bhai Monastery**, all located in the KP province, located in the North West of Pakistan.

| **ANNEX: REQUIRED SKILLS AND EXPERTISE FOR THE CORE TEAM** |
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| S/No | Expert | Qualification/Expertise | Experience |
| Skills | Years |
| 1 | Event manager with background in tourism sector  | Master’s Degree in Business Management/Social Sciences/Economics, 12-15 years’ experience in managing international events and conferences, experience in planning and managing events related to hospitality and tourism sector is preferred | Proven experience of managing high level international tourism and cultural conferences and events, designing conference set-up with an understanding of security protocols, manage multiple teams including coordination with government departments, understanding of international best practices in event management including employing digital technology/design innovations to enhance conference experience | 15 |
|  2 | Archaeologist  | Master's Degree in Archaeology | 2-3 years experience in heritage conservation, curating and designing showcases while employing technological solutions and innovative design for showcasing historic artefacts at international conferences/museums, well versed in archaeological history of Pakistan | 10 |
| 3 | Laser works expert  | Expert in designing and executing laser lighting shows, ability to translate theme/concept into a laser show for effective storytelling, understanding of latest technological solutions for creating laser shows | Experience in developing laser shows based on client brief and concept, well versed in use of laser light shows for storytelling  | 5-7 |
| 4 | Animation and design expert  | Master’s degree in Animation/Motion Graphics/Visual Effects, expert in developing visual frames in 2D/3D, portfolio of designing characters and animations for communication campaigns of reputed development organizations/media outlets  | Demonstrated experience in CGI, motion design, skilled at storytelling, translating concepts into execution while incorporating client brief/feedback, excellent research skills for understanding and developing animation ideas | 3-5 |
| 5 | Content writer  | Master’s degree in Mass Communication/ Social sciences/Business Administration, proven track record of developing content on Pakistan’s tourism landscape | Well versed in conducting research and developing communication content related to tourism, history and culture, ability to translate brief from client into written and verbal communication plans to be used before, during and after event (including marketing content for social media), ability to draft multiple types of documents including high level speeches, content for printed material | 5-7 |
| 6 | Master of Ceremony | Masters Degree in Journalism or any other field, | 5 years experience in planning, curating and hosting high level international conferences with 300 to 500 potential attendees including heads of state, international delegates and dignitaries, ability to communicate proficiently in English as well as Urdu, conduct research on conference theme and develop speaking points accordingly  | 12-15 |
| 7 | Social media expert | Master’s degree in Mass Communication/Business Administration | Demonstrated experience of working with reputable clients on designing and executing social media campaigns, thorough understanding of digital media landscape, developing campaign calendar, overseeing design of communication content including graphics, videos, posts and other digital content, well versed in use of different types of social media and developing online campaigns on tourism promotion, experience of working with digital media influencers  | 7 |