

REQUEST FOR PROPOSAL (RFP)
EVENT MANAGEMENT
ECOWAS SUSTAINABLE ENERGY FORUM 2019 – ESEF2019
CONFERENCE AND EXHIBITION

Introduction

ECREEE invites suppliers to submit proposals to perform the services of conference and exhibition organizer for the **ECOWAS Sustainable Energy Forum - ESEF** in accordance with the requirements, terms, and conditions of this Request for Proposal (RFP).

ESEF is an annual platform that promotes exchange of ideas and cooperation to support the acceleration of sustainable solutions for the region’s energy situation. The forum provides a platform for improving the policy and regulatory landscape for private sector investment. The forum also facilitates networking and partnerships between ECOWAS policy makers, regional and international private sector players and financial institutions.

Two editions have been successfully organized in Dakar, Senegal. The 3rd Edition will hold in Accra, Ghana from 22-24 October 2019, and is expected to attract over 300 participants. The target audience includes Power/electrification investors, policy makers and regulators, academia/educators, power/engineering experts development agencies, multilateral banks, key players in energy sector/utilities, big power users including mining/ manufacturing companies/ mobile operators etc.

ECREEE is seeking professional event management services of an experienced and independent contractor for the ESEF2019 in order to deliver a world-class event and further establish ESEF as a unique regional brand for international energy cooperation.

This RFP sets forth the requirements for all services and solicits a detailed response from suppliers to include pricing and service descriptions in a specified format.

Title	Request for proposals for Conference And Exhibition Management for ESEF 2019
Date	22-24 October 2019
Duration	3 days
Venue	Accra, Ghana
Projected Attendance	300 participants
Event Theme	Attaining the ECOWAS region’s sustainable energy targets
Type of Contract	Independent Contractor

Background

ESEF is an annual forum that promotes exchange of ideas and cooperation to support the acceleration of sustainable solutions aimed at the implementation of the ECOWAS Renewable Energy Policy (EREP) and the ECOWAS Energy Efficiency Policy (EEEP), which were adopted by the

Authority of ECOWAS Heads of State and Government in July 2013, as well as the Sustainable Energy For All (SeforAll) Initiative in the ECOWAS region. The forum facilitates networking and partnerships between ECOWAS policy makers, regional and international private sector players and financial institutions. ESEF is convened by the ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE), with support of its partners – the Austrian Development Cooperation (ADC), the Spanish Agency for international Development Cooperation (AECID), the United Nations Industrial Development Organization (UNIDO), the Global Environment Facility (GEF), the World Bank Group, and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

Objective of the Assignment

The main objective of the assignment is to plan, organize and manage the ESEF2019 in entirety. This includes the corresponding exhibition planned to run concurrently with the conference.

Scope of Work

The appointed contractor is expected to fulfil the following: Branding, Sponsorship, Marketing, Planning and Organization of the ESEF2019 Conference and Exhibition.



In consideration of the scope, the appointed contractor shall aim to achieve:

1. Revenue generation from the conference and exhibition to reduce cost to organisers.
2. Excellent project management support to ensure top class event.
3. Achieve success from the event in terms of crowdpull while aiming for value for audience.

<p>Branding</p> <ul style="list-style-type: none"> • Develop an event logo or word/letter mark for visual -identification/recognition. • Propose a new theme or rephrase existing one to suit the event objective. • Design and brand all conference related materials and make available for electronic use and in printed form. • Design and print conference packs/exhibition manual and publications and souvenirs. • Develop a functional and responsive website for the event, which can be linked to the organizers websites. • Create and manage social media platforms for the event. • For exhibition: Design, develop, maintain the exhibition arena with the unique branding of the event.
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<p>Sponsorship</p> <ul style="list-style-type: none"> • Develop strategic sponsorship items within the conference and the exhibition. • Approach and secure sponsor’s and develop sponsorship proposal and agreements.

Marketing

- Set an appropriate conference fee.
- Ensure a proper visibility of the event, by setting up a communication plan to divulge it through different channels
- Attract delegates from diverse sectorial group (local and international) for the conference.
- Attract more than 50 exhibitors.

Planning and Organization

- Plan all aspects of the event.
- Determine the most appropriate date and identify, and secure an appropriate conference and exhibition location to accommodate expected number of registrants.
- Identify and categorize stakeholders and manage invitations and confirm delegates with a reliable booking management system.
- Develop a profile for speakers and presenters and Invite them
- Develop the content and agenda of the conference using a combination of key notes speeches, plenary sessions, workshop, side events, luncheons and awards and dinners were appropriate.
- Manage travel and accommodation for delegates.
- Develop communication outreach content in collaboration with ECOWAS agencies communication departments using all communication channels and tools.
- Manage vendor contracts and serve as the direct liaison with all vendors and venues, sales and management staff to communicate the needs of the group.
- Arrange meeting rooms setups.
- Arrange for and manage all food functions.
- Arrange and manage audio visual requirements and other technology related requirements.
- Serve as liaison with exhibitors and identify register and manager exhibitors and arrange exhibit space setups.
- Provide Post conference support such as a summary report of meeting and financial report for file and committee review.
- Assist with local tourism (Where necessary) and suggest appropriate entertainment for conference Awards/luncheons/Dinner.

Proposal Requirements

Suppliers shall submit innovative and detailed proposals that:

- Provides a clear understanding of the assignment.
- A summary of the methodological approach or strategy for delivering the assignment. e,g approach to be taken and any innovations that the supplier will implement to meet the objectives of the assignment.
- Detailed breakdown of services to be provided covering the 5 core areas and must cover, marketing, sponsorship, registration, onsite management, logistical planning, coordination and negotiations, exhibition design, agenda and content development, financial management post conference support.

- Information about the history of the firm, including years in business, structure (corporate, partnership, sole proprietorship, etc.)
- A brief description of relevant experience and examples of work undertaken in the past 5 years covering the 5 core areas of similar nature and theme showing value for money.
- Proposal should show how the supplier intends to leverage existing experience and resources to implement project and can propose any additional or alternative services to support current requirements in a cost effective way.
- Proposal should include all pricing information with a detailed budget in US Dollars, inclusive of all applicable taxes and in a format that clearly identifies the amount for each phase of service considering the scale of the event. The budget should consider income, income sharing, direct expenses and overheads. The budget should take a conservative approach to revenue considering this is the first pre-registered event organized by the promoters.
- Details of supplier's quality assurance process including a statement of risk assumptions, issues and challenges that might be faced in executing the project along with the recommend mitigation actions.

Onsite Management and Logistical Planning

Supplier shall:

- Demonstrate capacity to deliver onsite with local team based in Accra;
- Negotiate and provide list of suitable hotels close to the venue;
- Identify suitable vendors to provide the following core services:
 - Interpretation, translation, Master of Ceremony, communication, hostesses, transportation (airport protocol, VIP services, transfers, preparation of logistics note), printing (Roll-up stands, outdoors, banners, ECOWAS flag, flyers, other publicity materials), exhibition booths, awards, souvenirs (USB, branded ECRREE folders, notebooks with agenda and pen), secretariat facilities (photocopiers, computers, internet, stationary
 - Conference Documentation (Photo Album, VIDEO, News)

The core service items must be quantified and listed in the financial proposal, considering the respective unit and total prices in USD, EUR or GHC.

Note: There is no template for the proposal. Proposals should cover the above requirements.

Qualifications and Experience

The Supplier shall, as a minimum, be capable of providing professional conference managerial services to international standards and best practice and meet the following requirements:

- Demonstrable experience in organizing, directing and hosting successful events of comparable nature
- Ability to provide the required services as detailed in the scope of work above
- Must be able to work and provide outputs for the event the three ECOWAS languages (English, French and Portuguese).

Evaluation Criteria

Proposals will be evaluated on the basis of:

- a) Implementation methodology;
- b) Experience of Contractor /team; and
- c) Cost effectiveness / price.

Implementation Responsibilities

Upon the start of the services

- The contractor shall build strong partnership and work in in close cooperation with the ESEF2019 planning committee to ensure understanding of the specific vision and goals of the event.
- The contractor shall be open and transparent and shall provide consistent and timely communication through regular project status report to the ECOWAS planning committee throughout the stages of the event.
- Use its best efforts to manage cost and budget and develop and manage the event in such a way that the event meets and exceeds the expectations of the promoters and the objectives defined during the event development phase.

Sponsoring Organizations will be responsible for:

- Directing the strategic programme
- Provide funding for participation of some key public sector participants and high level participants
- Provide support with regards to the marketing and communication of the event
- Provide access to existing stakeholder databases and networks

General Conditions

This RFP is not an offer to contract. Acceptance of a proposal neither commits ECREEE to award a contract to any supplier, even if all of the requirements stated in this RFP are met, nor does it limit our right to negotiate in our best interest. ECREEE reserves the right to contract with a supplier for reasons other than lowest price. Failure to answer any questions in this RFP may subject the proposal to disqualification. Failure to meet a qualification or requirement will not necessarily subject a proposal to disqualification.