



REQUEST FOR PROPOSAL

EVENT AND COMMUNICATION MANAGEMENT PARTNER FOR THE PRSK@50 CELEBRATIONS

1. INTRODUCTION

Public Relations Society of Kenya (PRSK) is the umbrella body for all Public Relations and Communication practitioners in Kenya with membership of over 3,000 professionals drawn from public, private, NGOs, learning institutions, public relations firms and consultancies. The Society's broad objective is to advance excellence in public relations and communication management and to ensure that the practice continues to thrive within the ethical framework defined by the profession.

The Society is celebrating its 50th anniversary since its inception. This is indeed a significant milestone that the Society would like to celebrate by highlighting the five decades-long journey, focusing on achievements, challenges and the road map for the next 50 years.

2. PURPOSE

The Society is seeking to bring on board an event and communication management partner to coordinate and organize two flagship events to commemorate the Society's 50th anniversary celebrations. The firm will support the development of the brand identity and communications campaign in support of the PRSK's 50th anniversary. The campaign will be targeted at both internal (members) and external stakeholders. The firm will be expected to come up with an exciting brand and well-coordinated campaign expected to result in a high degree of public confidence, goodwill and support PRSK@50 celebration activities, as well as the communication strategy for all activities for PRSK@50 including the Sustainability Conference.

3. SCOPE

The successful consultancy firm will have the responsibility of developing the creative concept and look and feel for PRSK@50 celebrations as well coordinating overall management of all logistical issues and arrangements related to the two flagship events for PRSK@50 namely: the PRSK@50 Gala and the Sustainability and Social Impact Conference a scheduled to take place in Nairobi in November and October respectively.

The consultancy firm will be tasked to oversee all aspects of the PRSK@50 celebrations including event production, development of communications strategy, content development and production, design, stakeholder engagement and event logistics. Additionally, the Consultant will oversee and coordinate production of the final PRSK@50 events' report.

In more specific terms, the consultancy firm will be responsible for:

Pre-event planning

Reviewing the event concept notes and budget recommending improvements;

- Provide oversight for the Steering Committee and three sub-committees established to coordinate the conference.



- Develop the creative concept and look and feel for PRSK@50 and Sustainability Conference (Deliverables are revised concept notes, event logos and a brand manual for the two events)
- Prepare an itemised event management plan to ensure there is a cohesive pre-event, on-site, and post-event plan for each of the events.
- Manage activities such as event kick-off meetings and planning meetings, internal resource alignment, visibility, schedules and event metrics.
- Organise a launch press conference to create awareness about the PRSK@50.

Preparations for the PRSK@50 Gala Dinner

- Confirm and secure the Gala Dinner venue and liaise with banqueting team.
- Coordinate venue set up and coordinate logistics with the service providers.
- Work with PRSK to prepare the programme identifying and confirming VIP speakers.
- Develop a list of VIP guests, general guests and members to be invited for the event.
- Confirm attendees and prepare an RSVP list to be shared with Council.
- Work with PRSK team to identify and book local entertainment for Gala Dinner (e.g. dance group, local musicians etc).
- Recommend an MC for the event and brief them on their role and responsibilities.
- Coordinate transportation of delegates to and from the gala dinner venue.
- Coordinate on-ground protocol and meet and greet for all VIP Guests,

Preparations for the Sustainability & Shared Value Conference

a) Programme Development, Speaker and Protocol Management

- Coordinate the development of programme for the conference.
- Send out a request for side events and include them in your facilities management plan.
- Identify and invite the Chief guest, speakers and moderators.
- Make follow up calls to confirm the Chief guest, speakers and moderators.
- Prepare final Speaker RSVP list and organise panel briefings on expectations.
- Prepare speaker/ moderator bios and speaker briefs for use in the Programme
- Make protocol arrangements for VIP delegates and high-level guests.
- Prepare session opening slides highlighting speaker/ moderator bios
- Recruit an MC for the event and brief them on their role and responsibilities.

b) Delegate Mobilisation and Registration Management

- Map key stakeholder groups and prepare a delegates list.
- Ensure clear, thoughtful and effective communication for all delegate groups, creating awareness on how to register.
- Ensure the registration and payment system is working well and support delegates to register.
- Provide PRSK with regular updates on delegate registrations and any areas that need trouble-shooting.
- Ensure pre-conference delegate registration lists are available and accurate.
- Coordinate on-site registration, bagging of Conference merchandise and ushering.
- Manage badging for all Delegates, Speakers, Media, VIPs, etc.

c) Securing, booking and managing the venue for the conference

- Work with the PRSK team to confirm the venues for all events.
- Provide a venue site map and management plan.
- Ensure all meeting rooms (for plenary and break-out sessions) are booked and secured.
- Ensure all required audio-visual equipment is available in all the rooms as required.
- Ensure venue has available high-speed internet access for conference delegates.



- Ensure all presentations are uploaded in advance of each session.
- Put in place an IT support team to assist presenters in session rooms.
- Ensure security arrangements are in place for all events

d) Communication Management

- Develop a communications strategy for the two flagship events and **three** minor events (to be determined by the Steering Committee).
- Work with PRSK secretariat to develop the PRSK@50 and SSV conference logo and look and feel.
- Develop an event marketing plan and take charge of execution of promotional activities. This should include development and execution of a vibrant digital marketing plan.
- Develop designs conference marketing materials (including posters and 10 promotional videos) and coordinate general publicity for the event.
- Prepare a media engagement plan for the PRSK@50 activities including the SSV Conference, the announcement press conference, the SSV Conference, the Gala Dinner and one other event.
- Coordinate production of VIP speeches and talking points for all events.
- Coordinate media engagement and participation on site, arranging press interviews and sending out press materials.
- Coordinate production of the PRSK@50 documentary and secure slots to run it.
- Liaise with media personnel requesting interviews with speakers.
- Prepare and set-up a general information kiosk for delegates on-site.
- Produce media monitoring and event management reports at the end of the PRSK@50 Celebrations.

e) Hospitality Management

- Ensure banqueting services are booked in advance where needed including for side events
- Finalise the meal plan and catering arrangements (i.e. coffee breaks and lunches each day) is available for all delegates and that special dietary needs are catered for.
- Coordinate entertainment for all events (*vide attached calendar of events*)
- Propose four hotels where participants attending the SSV Conference from outside Nairobi can stay.

f) Provide oversight for third party suppliers to be hired by PRSK

These include the following suppliers:

- Venue/ Event facilities/ Hospitality/ Security
- SSV Conference Rapporteurs
- Videographer & photographer
- Livestreaming crew
- Screens, AV, tents and deco suppliers

g) Exhibition Management:

- In partnership with PRSK, develop a list of potential exhibitors to be targeted
- Develop marketing materials to bring in exhibitors
- Prepare guidelines and the floor plan for the exhibitors
- Undertake tele and social media marketing to popularise the exhibition
- Ensure all exhibitors have signed contracts with PRSK
- Organize an exhibitor briefing and obtain exhibitor profiles
- Manage the exhibition set up, exhibitors during the event and set down afterwards.



4.0 EXPECTED DELIVERABLES

Deliverables	Timelines
An inception report outlining the methodology and event management workplan for the assignment (please go beyond the TORs provided)	2 weeks from start of assignment
Development of a Communication Plan for the anniversary celebrations	4 weeks from start of assignment
Brand manual and look and feel for PRSK@50 finalised	4 weeks from start of assignment
Mapping of potential stakeholders done and potential delegate list prepared.	4 weeks from start of assignment
Workshop to produce SSV Conference and Gala event Programmes held.	4 weeks from start of assignment
Marketing materials for the flagship events finalized	4 weeks from start of assignment
Exhibitor recruitment and exhibition management plan finalized and shared.	4 weeks from start of assignment
Venues for the flagship two events booked and confirmed	End of June
Guest of honour and VIP speakers confirmed	End of August
Conference speakers, moderators and panelists confirmed	End of August
List of confirmed and paid up delegates submitted to PRSK	End of September
Third Party Service onboarded and briefed.	End of Sept
Sustainability Conference and Gala Dinner successfully held.	End of November
Coordinate production of a final end of assignment report including media monitoring report for both events.	Dec 10, 2022

5.0 CONTRACT DURATION

The assignment will take place over a 7-month period from June 2022 to December 2022

6.0 LOCATION

The consultancy firm will work from its own premises but will allocate one representative to sit within PRSK offices. The Event Manager will have weekly meetings with the client, providing progress reports. All third-party expenses associated with the event will be met by the PRSK. This will include cost of recruiting individual vendors for mutually agreed activities.

7.0 ETHICAL ISSUES

The Firm should consider cultural sensitivities, religion, language sensitivities while designing, pre-testing and roll-out of communication tools. Designs, scripts, storyboard should be original and not be copied or duplicated from any other sources.



8.0 REPORTING

The Consultant will be accountable to the Chief Executive Officer, PRSK. The day-to-day assignment and contact will be managed through the Communications Manager, PRSK.

9.0 EVALUATION CRITERIA

The following criteria will be used for the evaluation of the bids:

- Proof that the Company is properly registered and compliant with government regulations (Provide Company Registration certificate and KRA certificate.)
- Company capability statement and profile
- Clarity and validity of the Methodology and Workplan (should go beyond the TORs)
- Validity of references from previous major conferences organised (Minimum of three reference letters to be provided);
- Resumes of the team that will be providing services during the PRSK@50 events (detailed CVs of the staff to be included)
- Validity of the M&E Plan
- Financial proposal: The financial proposal submitted by the consultant must be VAT inclusive and should cover the fees for all the consultants involved in the event management process.

Selection will be based on a 70% technical score and 30% financial score. The technical and financial proposals should be submitted in separate envelopes.

The consultant, best qualified as per the technical score and financial scores, shall be invited for fee negotiations.

9.0 SUBMISSION INSTRUCTIONS

Proposals for this assignment must be received at the designated email address - recruitment@prsk.co.ke - no later than **13th May, 2022**. It should specifically mention **“PRSK@50 Event and Communication Management Firm”** subject of the email.

Applicants who are members of APReCoM will have an added advantage. Only applications submitted by the deadline will be considered.

The Proposal should be addressed to the address below:

For the attention of:

Chief Executive Officer,
Public Relations Society of Kenya,
Liaison House, State House Avenue
P.O Box 43098,
Nairobi.
E-mail: recruitment@prsk.co.ke
Tel: +254 26 26 215/7

For questions and queries please contact Maureen Koech, Tel No. +254 2626 215/7.