

Terms of Reference

Event Management Services for the PPSE project

Introduction:

The Promoting Private Sector Employment (PPSE) is a Swiss Agency for Development and Cooperation (SDC) Kosovo project, implemented by Swisscontact in consortium with the Riinvest Institute. PPSE is implementing its Phase III (November 2021 to November 2025). The goal of the project is to facilitate operation of growing and resilient SMEs and farms in inclusive and consolidated economic sectors that provide decent work and income opportunities for women and men in Kosovo. The project is focused on two main sectors: Food and Natural Ingredients and Tourism.

In 2024, the PPSE project aims to build upon the progress made in Phase II (November 2017 - November 2021) and the first two years of the Phase III, and consolidate system changes and fostering strategic collaborations, knowledge consolidation and institutionalization.

The PPSE project seeks to engage an event management company to take charge and oversee the logistical and design aspects of multiple planned events for 2024.

Background:

The PPSE project aims to promote private sector employment in Kosovo as part of its activities in 2024, the project has planned various events such as workshops, conferences, seminars, and networking sessions to facilitate knowledge exchange, capacity building, and partnership development within the private sector.

Scope of work:

The selected event management company will be responsible for the following:

1. Event planning
 - a. Collaborate with the PPSE project team to understand the objectives, target audience, and desired outcomes of each event;
 - b. Develop comprehensive event plans including timelines, budgets, and resource requirements;
 - c. Source and secure venues suitable for the events, ensuring they meet the project's requirements and budget plans;
 - d. Coordinate with vendors, suppliers, and service providers for catering, audio-visual equipment, signage and other logistics;
2. Event coordination
 - a. Oversee the logistical arrangements for each event, including setup, registration, seating arrangements and onsite support;
 - b. Manage all aspects of event operations to ensure smooth execution and timely resolution of any issues that may arise;
 - c. Coordinate with professional presenters/journalists (when required by the PPSE team) and provide necessary support;
3. Event promotion and marketing

- a. Develop promotional materials to raise awareness and generate interest in the events;
- b. implement marketing campaigns across relevant channels such as social media and local/national networks;
4. Event evaluation
 - a. compile post-event reports summarizing key finding, lessons learned, and recommendations for future improvements, by an industry/sector professional

Deliverables:

1. Detailed event plans for each scheduled event, including budgets, timelines, and resource allocation;
2. Confirmation of venue booking and contracts with vendors and suppliers;
3. Promotional materials and marketing campaigns executed as per agreed-upon strategies;
4. Smooth and successful execution of all events, with minimal disruptions and timely resolution of any issues;
5. Post-event reports

Timeline:

The event management company will work closely with the PPSE project team to deliver services according to the agreed-upon timeline for each event. The calendar of the planned events will be communicated upon selection of the event management company.

Budget:

The PPSE project will allocate a budget for event management services, including venue rental, catering, equipment rental, marketing expenses, and miscellaneous.

Selection criteria:

The selection of the event management company will be based on the following criteria:

1. Experience and expertise in managing corporate events, particularly in the NGO industry;
2. Track record of successful event planning and execution, including testimonials or references from previous clients;
3. Ability to understand and align with the objectives and values of the PPSE project;
4. Proposed approach and methodology for managing the events, including innovative ideas regarding the use of sustainable materials;
5. Cost-effectiveness and value for money in delivering event management services.

Submission of proposals:

Interested event management companies are invited to submit their proposals addressing the scope of work, deliverables, timeline, budget, and selection criteria outlined above. Proposals should be sent to ppseinfo@swisscontact.org no later than March 25, 2024, 17:00h.

Contractual arrangements:

Upon selection, the PPSE project will enter into a formal agreement with the chosen event management company, outlining the terms of the engagement, including roles and responsibilities, payment terms, and confidentiality agreements.

Confidentiality:

All information exchanged between the PPSE project, and the event management company shall be treated as confidential and used solely for the purpose fulfilling the obligations outlined in the terms of reference.

Contact:

The requested documents should be sent to PPSE in English no later than March 25, 2024, 17:00h, to the following email: ppseinfo@swisscontact.org