

## Terms of Reference Event Management Services

### About AVPA

AVPA, a Pan-African network for social investors interested in increasing the flow of capital into social investments in Africa, is organising its inaugural in-person convening in Nairobi, Kenya set for 4th – 6th, November 2024. The convening dubbed the [2024 AVPA Conference](#), will bring together institutional investors, family offices and private foundations, wealth and fund managers, development finance institutions, pension and insurance funds, enterprise support providers, academia, and government from African countries and beyond to discuss, share knowledge and best practices in philanthropy and venture philanthropy, impact investing, CSR and sustainable investments by private businesses.

The objectives of the 2024 AVPA Conference are:

1. To bridge connections and enable collaboration amongst investors across the Continuum of Capital.
2. To drive urgent action-oriented conversations to inspire partnerships between uncommon allies and drive capital towards impact on the continent.
3. To provide the platform for the ecosystem to learn, innovate and scale proven solutions to Africa's current and emerging social challenges; ranging from Innovative finance models, entrepreneurial ventures, policies and research to training programs.

To manage the event, AVPA is seeking to engage an experienced event management company responsible for organising and managing the conference, including planning, logistics, and execution. The AVPA team and the event management company will jointly be responsible for the following Conference Planning and Preparation Activities:

1. Develop a detailed event plan and timeline
2. Identify and secure a suitable venue for the Conference
3. Develop a comprehensive program for the Conference, including keynote speeches, panel discussions, networking opportunities, and exhibitions
4. Secure speakers, sponsors, and participants for the Conference

We anticipate that the event will take the following format:

- The conference will Last 3 days (4th, 5th and 6th November 2024)
- Convene 400 – 450 participants each day
- Have 5 - 6 breakout sessions happening in parallel, with a total of approximately 30 sessions taking place over the three days
- Have exhibition space for an estimated 10 – 12 exhibitors
- Have dedicated networking lounges and meeting spaces that will be utilised throughout the event
- Dedicated secretariat
- Dedicated media /interview space

## Event Company Scope of Work

The event management company will be responsible for the following:

- I. Event Management Design, Planning and Theme Creation
  1. Creation of event budget
  2. Creation of event timelines
  3. Venue recommendations and site visits as and when needed
  4. Proactively contribute as a thought partner to the event design to ensure the best use of space, footfall, and overall event experience
  5. Coordinate planning status meetings with the AVPA Team
  6. Production of event branding
  7. Management of 3rd party vendors and suppliers to the event as and when required
  8. Event venue and supplier management
  9. Ensuring deliverables are met on time
  
- II. Logistics, Coordination and Execution
  1. Coordinate with relevant stakeholders to ensure the smooth and successful execution of the Conference
  2. Plan logistics for the event in liaison with the management of the venue
  3. Liaise with the Venue and manage the setup and dismantling of the venue, including audiovisual equipment, furniture, exhibition booths, and signage
  4. Coordinate with the catering service to provide food and beverage services during the Conference
  5. Provide on-site support and management during the Conference, including managing registration, welcoming guests, safety protocols and ensuring the smooth flow of the program
  6. Provide transfer services for any offsite activities that are part of the conference (e.g. a morning activity for delegates or an offsite gala dinner at a venue to be confirmed later on)
  7. Coordination of all event staff and volunteers
  8. Post Event Analysis Meeting and post-event report
  
- III. Technical Support
  1. provide overall support services, as per direction and in collaboration with the event manager, incl. but not limited to:
  2. Manage AV and LED production, lighting, sound, staging, cameras, power, rigging, and equipment in all meeting rooms during the Conference.
  3. Registration area as well as the delegates attending the Summit.
  4. Supply a highly trained, professional production team, with a working knowledge of all equipment, who can also assist the secretariat in breakout rooms when required.
  
- IV. Evaluation and Reporting
  1. Evaluate the Conference and document lessons learned
  2. Provide a detailed report on the Conference, including attendees, program, logistics, and feedback from participants and any relevant incidents

## Outputs

The outputs of the event management company are expected to be:

1. A well-organised and successful Conference
2. A detailed event plan and timeline
3. A comprehensive program for the Conference
4. A detailed report on the Conference, including attendees, program, logistics, and feedback from participants

## Timeline

The event management company will commence work on 1st May 2024 and complete all activities, excluding post-event reporting by 31st November 2024.

## Deliverables

The event management company will deliver the following:

1. Detailed event plan and timeline
2. A comprehensive program for the Conference
3. Detailed report on the Conference, including attendees, logistics, and feedback

## Qualifications and Experience

The event management company should have the following qualifications and experience:

1. Proven experience in organising successful in-person events of at least 500 participants
2. Strong project management skills
3. Good knowledge of investment, capital, entrepreneurship and business development sectors
4. Strong networking and relationship-building skills
5. Excellent communication and presentation skills
6. Excellent stakeholder management and ability to interact with high-level partners, exhibitors, and attendees

## Evaluation Criteria

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

1. Relevance of the event plan and timeline to the objectives of the Conference
2. Quality and comprehensiveness of the proposed program for the Conference
3. Innovativeness of ideas and quality of vision for the Conference
4. Experience and previous credentials of prior events hosted
5. Alignment with AVPA's vision and purpose
6. Strength of the team
7. Value for money

## Submission of Proposal

Interested event management company should share their proposal with the AVPA Events team via [events@avpa.africa](mailto:events@avpa.africa) by **15th April 2024, 5 pm** East Africa Time. Shortlisted firms will be invited to present to the AVPA team during the week of 22nd April 2024.

The submitted proposal should include the following elements:

1. Company information, including bank details for financial reference purposes, and evidence of public and product liability insurance. You must also be willing to provide audited accounts for the last 3 financial years, should they be required.
2. An Event Management Plan, describing the activities being proposed and clear timelines
3. Recommendations on out-of-the-box ideas for how AVPA can create a vibrant experience for delegates and opportunities for cost savings
4. An overview of the team members who will be working on the account as well as relevant experience in the particular sector - a short biography of each may be used.
5. An overview of the main management team with their biographies, and the main point of contact for AVPA
6. A proposed timetable of activities, including submission of reports, and a staged payment schedule against key deliverables.
7. A project plan fee (including relevant taxes and fees) to deliver the event
8. Overview of the company's credentials and evidence of prior event or conference management experience, which are relevant in terms of size, scope, and industry
9. Two (2) previous clients as referees, with contact details of each and a brief description of the project carried out for them.

## Contact Information

For further information, please contact the AVPA Events Team via [events@avpa.africa](mailto:events@avpa.africa)