

TERMS OF REFERENCE
for
“Hiring of a media event management firm / individual consultants for the project closure event through pre-recorded and interactive live video streaming on social media channel/s”

Project:	Democratic Local Governance for development in Pakistan
Assignment:	DLG Pakistan Project Closure Event
Last date to apply:	May 24th 2021 (12:00 PM)
Submission to:	Sealed Quotations on below address: Procurement Unit: Centre for Peace and Development Initiatives 1-A, Main Service Road East, National Police Foundation, E-11/3, Islamabad Contact # 051-8312794-95

About CPDI

Centre for Peace and Development Initiatives (CPDI) wishes to hire services of Individual Consultant/firm/company for Democratic Local Governance (DLG) project with collaboration of Friedrich Naumann Foundation for Freedom (FNF) funded by European Union in 15 target Districts of Sindh (Karachi, Hyderabad, Sukkur, Ghokti and Khairpur), Balochistan (Quetta, Ziarat, Sibbi, Bolan, Jaffarabad) and Khyber Pakhtunkhwa (Peshawar, Charsada, Buner, Hangu and Swabi). We have 15 local CSO's partners in each target district. For more information on project you can visit on <https://dlg-pakistan.org/>

Project Intro

Democratic Local Governance for development in Pakistan is being implemented by Centre for Peace and Development Initiatives. The project is being supported under the grant by European Union and Friedrich Naumann Foundation. The project has a geographical coverage to fifteen select districts. Three provinces including Balochistan, Khyber Pakhtunkhwa and Sindh are being covered.

We aim to mobilize grass root level civil society organizations, local media personnel, citizens and Local Authorities to further strengthen local government institution in the country. The main objective, thus, is to improve the quality of life of people, especially the poor, marginalized and disenfranchised, living in the 15 select districts through a governance mechanism that is all inclusive, sustainable and participatory.

Background

Democratic Local Governance for Development in Pakistan is a 54 months' programme funded by the European Union in collaboration with the Friedrich Naumann Foundation. The project is proposed to close-out by the 15th of June 2021.

Project Closure ceremony was envisioned as a “one day in person event in Islamabad”. The purpose of the event was to showcase the success of DLG Pakistan project to the national and international level audience and to discuss future horizons of local governments in Pakistan and to reflect on keeping the project interventions as a knowledge hub and ensure that project interventions remain sustainable for a longer period of time.

Due to the COVID-19 pandemic lots of working, participating and meeting methodologies has been changed so as it has changed the overall implementation methodology for the project itself including reliance on digital means and development of events as a kind of hybrid events using the latest digital and social technologies to ensure that the objective of the activity should be obtained successfully while ensuring governments defined standard operating procedures of social distancing to contain the pandemic.

The Assignment

To mitigate the risk of strict lockdowns rather than planning for a tradition in-person event, the same envisioned project closure event shall be developed, produced and live video streamed through digital and social platforms. While ensuring the participation of target audience/s nationally and internationally can access the event and participate in the specific sessions through available interactive means. The event shall also contain pre-recorded sessions, interviews and presentations of high-quality video for 90 minutes to 120 minutes or more as per requirement. The firm shall also ensure the video interviews of all four provincial local government and rural development ministers as well as develop a journey video of the project as a reporting video document.

Objective of the Event

To inform project outcomes, successes and challenge to external audience including but not limited to donor organisations, like-minded organisations and programmes, federal and provincial governments, civil society, media and international community.

Present project implementing organisations as one of the champion and only related organisations working for the development and improvement of Local Governments laws, restoration and empowerment.

Deliverables

The selected firm/IC shall be able to perform multi-tasking with professional approach to manage this kind of digital event. The following should be achieved within the given timelines;

1. Development of Project 54 months Journey Documentary (Reporting) 3 – 5 minutes in English with Urdu sub-titles
2. Pre-record interview SOTs of Balochistan, Khyber Pakhtunkhwa, Punjab and Sindh ministers of local governments and rural development by visiting them in Quetta, Peshawar, Lahore and Karachi on mutually agreed schedule/s. (Quotations should include boarding and lodging expenses. No separate expense will be paid for boarding and lodging)
3. Hosting of the hybrid style event in Islamabad at a place with minimum 20-30 physically present participant/project staff/presenters/speakers/guests at a place with having all required facilities to pre-record and live-stream the event
4. Development and placement of 3D digital visual background, physical project backdrop and motion-graphics for SMD screen/s
5. Ensure ample audio visual live streaming management equipment with 5-8 participants at place
6. Ensure participation of others in the panel discussion through interactive means to bring in questions

7. Host and stream on YouTube channels of CPDI and FNF as a “National Level Advocacy Event” to leave a strategic outcome for like-minded organisations, donors, partners and national and provincial government, decision and policy makers
8. Recording of guests/journalists sneak peek discussion at the venue as a magazine video
9. Submission of complete event report along with all raw and edited event video

Timeline

The approximate timelines are as follows:

1	Contract Signing	27 th May 2021
2	Provincial Interviews at Quetta, Peshawar, Lahore and Karachi	28 th May to 6 th June 2021
3	Development and submission of 5 years Project Journey Video Documentation in Reporting Magazine Style	7 th June 2021
4	Development and submission of event branding, 3D digital visuals, SMD screen visuals and motion graphics	10 th June 2021
5	Pre-recording of specific sessions and presentations in Islamabad	14 th June 2021
6	Pre-testing of the video streaming and equipment facilities	14 th June 2021
7	Live video streams, event management, panel discussions, journalists and guests sneak peek, interactive session	15 th June 2021
8	Development and submission of event report, event video, raw footage, and all related content	21 st June 2021

Selection Criteria

All interested firms/individual consultants are requested to submit their Technical and Financial Proposals as per given criteria to qualify;

Technical Proposal

70 points

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| 1. Min. 8-10-year relevant experience | 10 points |
| 2. Digital event management experience with samples | 15 points |
| 3. Professional Equipment and Resource | 15 points |
| 4. Proposed approach, methodology and timeline | 30 points |

Financial Proposal

30 points (lowest bid)

How to Apply

Sealed Quotations can be sent on CPDI office address as mentioned above (by hand or by courier). Please mark envelopes as Technical and Financial Proposal separately (and put in One single Envelop) duly signed and stamped latest by 24th of May 2021 (12:00 PM) PST. If you have any query please contact @ sagheer@cpdi-pakistan.org (Link of videos can also be shared by email which shows your previous work experience other than hard medium).

Important Note: No separate boarding and lodging expense to any city will be paid. Quotations should be inclusive of all expenses. Government applicable taxes will be applied.