

TERMS OF REFERENCE

of Request for Quotations

“Services Required for Event Social Media Management”

Project:	Democratic Local Governance for development in Pakistan
Assignment:	DLG Pakistan Project Closure Event
Last date to apply:	May 24th 2021 (11:00 AM)
Submission to:	sagheer@cpdi-pakistan.org

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 Phuktunkhwa (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 four and a half years' 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.

In this regard, DLG is hosting a hybrid mode event, 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 will consist of project introduction, documentary, video clips of ministers and public officer holders, presentation, panel discussion and remarks by the key leads of involved organisation. The event will be streamed online for 120 minutes.

The Assignment

To build a pre-event hype through the use of project's existing social media channels, increase the targeted outreach, support the digital streaming and participation of the key stakeholders at event and to inform all stakeholders (Including parliamentarians, decision and policy makers, international development organisations including UN agencies, development partners, civil society, media and public at large) about the project interventions, importance of local government system and to place implementation organisations as the only key platforms pioneered and working for the local government empowerment, right to information and improve the social development of communities through developing bridges between the authorities and communities through placement of information and content captured through the event, post event.

Objective of the Event

The overall objective of this consultancy services is **to adopt scientifically driven techniques to achieve the set outcomes and execute a complete online promotional campaign** of DLG programme closure event and FNF & CPDI's role for highlighting importance and strengthening local governments. The campaign will be able to inform project outcomes, successes and challenge to the external audiences including but not limited to donor organisations, like-minded organisations and programmes, federal and provincial governments, civil society, media and international donor and local governance development community and to 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.

The live stream event is scheduled on the 15th of June, 2021, pre event (at least a week prior to the event) and post event (at least 15 days' post event) online social media campaign, including development of execution strategies, aligning content from programme & communications teams and conducting paid promotion of project, closure event and its success and way forwards on selected Facebook pages and Twitter and Instagram handles.

Methodology

The selected consultant must be able to perform the following tasks:

- In consultation with project team and partners develop timelines, include the paid promotion amount, identify need of creatives with clear stories and call to action and selection of right target audience and outreach to achieve the set targets
- Pre-event hype through available or newly design creatives, pre-recorded interviews' SOTs and presentations as well as post event videos of event and stream will be available to edit and post the relevant parts for post event positioning through social media campaigns
- Run the paid promotional campaign in close coordination with programme team to ensure the relevant campaign objectives are set to achieve

- Work in close coordination with project team for quick editorial feedback
- List of available creatives;
 - Pre-event hype building posts including panellist/presenters/speakers based posts
 - 3-5 Minutes project visual journey in the form of a reporting documentary
 - SOTs of key speakers (2-4 minutes) 5 numbers
 - Project field team glimpses who remain involved in the programme implementation over the period of 4.5 years
 - Testimonial videos of beneficiaries/stakeholders/LG authorities
 - Event panel discussion video after the event
 - Event sneak peek discussions and SOTs of panellists, guests and experts after the event

Deliverables

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

1. Development of robust yet scientifically driven techniques and strategies to develop a pre-event hype
2. The strategy and approach should be able to highlight the successes and achievements of the project as well as it should be able to create hype and buzz on local governments role, effectiveness and the only tier of government that can present a resolve to address local issues at local level and empower communities
3. Script development, storyboard, posts content development and live placements of posts as and when required
4. Static content plan and recreation of available visual content (around 25 each) FB, Insta and Twitter forums
5. Boosting and media buying as per mutual agreement for increased and enhanced outreach for advocacy
 - a. Social media content boosting report
 - b. Separate analytics and report for each profile
6. Any other task deemed appropriate to improve the overall social media campaign and which is the relevant to be performed by the vendor/firm

Timeline

The consultancy assignment services will be for 30 days commencing from the date of signing of the contract. This will include pre-event, event and post event activities and actions described above.

Selection Criteria

All interested firms/individual consultants are requested to submit their profile/s, methodology to perform the assignment and a quotation for the said services fee including proposed promotional charges. Lowest bid with best approaches and methodologies, background, experience and competent dedicated team support would be considered.

The consultant should have:

- Proven successful digital campaigns running experience

- Previous experience in producing high quality creatives and digital videos and have the provision of services to edit exiting creatives
- Ability to adhere to deadlines and flexibility
- Availability to start immediately, upon signature of contract
- Availability of professional, technically sound and skilled team to handle the assignment, content both in English and Urdu and have the capacity to post in live situation through a defined mechanism

How to Apply

You are requested to please send your Profile, Methodology and Approach to manage this task along with duly signed and stamped (PDF SCANNED) Quotation of Services through email, clearly citing "Profile and Quotation for Social Media Service", to **sagheer@cpdi-pakistan.org** latest by 24th of May 2021 (11:00 AM) PST.

*Late submission will not be entertained.

** Question and Queries can also be sent to the same email with the subject "Query related to RFQ of Social Media Service" before 21st of May 2021 (05:00 PM) PST.