



## ADVERTISEMENT EABC EVENT ORGANIZATION & MANAGEMENT

### Summary of the assignment:

Nature of assignment	Short Term – Renewable
Location	Tanzania
Reporting	To Executive Director/CEO
Application Deadline	20 <sup>th</sup> January 2022

### About EABC

The East African Business Council (EABC) is the apex advocacy body of Private sector associations and Corporates from the 7 East African Community (EAC) Partner States (**Kenya, DRC, Tanzania, Rwanda, Burundi, Uganda and South Sudan**). Established in 1997, EABC strives for excellence and is the most renowned regional platform for businesses to present barriers and jointly chart out solutions to drive economic growth, ease and reduce the cost of doing business in the EAC. EABC has Observer Status at the East African Community (EAC) level. This offers an authentic avenue to prioritize, present, and articulate the private sector agenda to the EAC Council of Ministers and the Summit of the Heads of State to inform policy decisions towards facilitating trade and investments for increased prosperity in the EAC.

EABC's mandate is to represent and promote the interests of the EAC business community, provide value-added services that enhance trade and competitiveness, and participate actively and positively in influencing legal and regulatory reform to improve the business environment. EABC works with the major stakeholders such as the EAC Secretariat, Organs, Institutions and National Governments and provides input in policy discussion while advocating for the implementation of resolutions at the national level aimed at increasing intra-regional trade and investments.

### Rationale

EABC has embarked on conducting events to create value for members and strengthen public-private dialogue, business to business (B2B) networking relationships to promote sustainable private sector-driven growth in the EAC.

Given the above EABC would like to hire the services of an event organization and a management firm.

### Scope of Work and Duties

The Consultancy firm shall undertake the duties below under close cooperation and Partnership with EABC Secretariat and its National Focal Points and sector associations in all the EAC Partner States.

**The main tasks and responsibilities of the event organization and management firm are:**

1	Overall Event organization
	Conceptualization of topical events and coordination of the Event
	Stakeholder mapping and engagement
	Regular meetings with EABC Secretariat for conference planning
	Site visits to prepare the conference location (venue)
	Planning and coordination with all third-party suppliers
	Regular updates to the Client on the Event progress
	Post-event report submission
2	Financial and Conference Budget Management
	Development and Management of the conference budget
	Develop a fundraising proposal including sponsorship strategy and package
	Resource mobilization: sourcing sponsorship from corporate companies, development partners and other stakeholders
	Handling third-party supplier payments
3	Conference Venue
	Sourcing an appropriate meeting venue
	Venue negotiation
4	Conference website
	Basic website page design to be hosted within the EABC website
	Full website content management including conference and exhibition information
	Maintenance of conference program information
	Maintenance of sponsor information (Logos, Names)
	Maintenance of Awards portal including the application process and award rules

5	Sponsor Management
	Develop sponsorship strategy and package
	Solicit funds from potential sponsors
	Coordinate sponsor logos to appear on the website and conference collaterals
	Coordinate sponsor branding at the conference facility
	Sponsorship tracking (logos, level of recognition at conference, benefits)
6	On-site Logistics
	Ongoing liaison with venue management and staff
	Design and Coordination of all on-site aspects of the conference including exhibition pavilions/booths, segmentation of participants e.g. sectoral/clusters etc.
	Ensuring the security of delegates before and during the event e.g. setting security team, metal/explosive detectors at all entry points, scannable IDs etc.
	Managing seating arrangements as required during the conference
	Managing on-site set-up and sponsor banners
	Hire and manage event staff on site
7	Audio/Visual and Technical Requirements
	Determination of conference AV and technical requirements
	Negotiation of the contract with AV third-party suppliers
	On-site liaison with AV and technical suppliers
8	Delegate Management
	Liaise with relevant immigration authorities to facilitate VISA applications and the necessary documentation to cross the border
	Sourcing delegate lanyards/IDs and giving away
	Liaise with the relevant border agencies to clear exhibition materials and relevant goods
	Preparing delegate conference folders
	Manage the registration table at the conference
	Manage RSVP process

9	Exhibition Management
	Sourcing for exhibition booths
	Negotiating contract for the supply of booths with 3rd party suppliers
	Develop exhibition sponsorship proposal
	Solicit exhibitors
	Develop a layout/plan for booths and exhibitions
	Liaise with the hotel for booth set up and set down
	Coordinate the AV and technical requirements for exhibition rooms
	Generate exhibition floor plan and space utilization
10	Speaker Management
	Sourcing conference speakers
	Sending formal invitation letters to speakers
	Overseeing Speaker logistics at the conference
	Arrange to meet and greet for the speakers upon arrival
	Sourcing speaker gifts
11	Program Management
	Coordinate graphic design, layout and sponsor logos
	Collect and Collate content for the program
	Coordinate program printing- 3rd party supplier
12	Social Media Management
	Develop social media strategy for the event
	Develop a social media content plan/campaign
	Design promotional materials for the event
	Manage social media calendar as per predetermined content plan
13	PR/Media
	Develop and implement an integrated media and communication plan
	Prepare all press releases for the Conference and Award

	Prepare a media proposal for the Media partner
14	Event Booklet
	Develop a framework for booklet
	Identify key stakeholders for interview and content
	Determine the rate card for advertising in the booklet
	Sell advertising space within the booklet
	Engage printer on final layout and production
	Manage booklet distribution process
	VIP Management
	Coordinate the invitation of Heads of State
	Liaise with State House staff on logistics and planning
	Coordinate meet and great for the Heads of State at conference facility
	Manage the VIP holding area on the day of the gala dinner
	Coordinate security requirements with hotel staff and state security

## Deliverables

- **Concept notes on the proposed events and calendar**
- **Organize 2 High-Level Events organized per year**
- **Generate income (USD.200,000) and profit from the High-Level Events**

## Terms of Payment

The payment for the consultancy will be on a commission basis to be negotiated upon by both parties.

## Qualifications and Experience

A suitable consultancy firm should hold the following qualifications and key competencies:

Professional Experience: Expertise / Master's in business administration, marketing or any other relevant field is required.

Work Experience: A minimum of four (4) years of demonstrable experience in event and high-level conference organization in East African, Africa and Internationally.

Fundraising: Must demonstrate strong knowledge and experience in fundraising for high-level conferences

Communication and Networking: Ability to communicate effectively, stakeholder identification & engagement, strong experience in developing event plan.

Languages: Fluency in oral and written English is required as it is the main EAC working language. Good working knowledge of French and Kiswahili will be an advantage.

Nationality: This consultancy is open to all Consultancy firm's worldwide.

### **The application processes**

**All interested firms should send their applications in particular firm profile and indicate the proposed commission sharing model on income and profit generated from the events.**

**All applications should be addressed and submitted to: -**

The Executive Director / CEO

East African Business Council (EABC)

Ninth Floor, Mafao House, Old Moshi Road P. O. Box 2617 Arusha, Tanzania.

Email: [procurement@eabc-online.com](mailto:procurement@eabc-online.com) with a copy to [director@eabc-online.com](mailto:director@eabc-online.com)

Clearly marked "Event Organizer / Management".

Applications close on 20 January 2022 at (5.00 p.m.)

EABC is an equal opportunity employer thus recruitment is on merit and with no regard to one's age, colour, gender, marital status, disability or impairment, race, or creed.

Canvassing shall lead to automatic disqualification.

Environmental aspects will be taken into consideration.