



## Terms of Reference – Service Contract

### I. ASSIGNMENT SUMMARY

<b>Title of assignment</b>	Impact Investment Summit
<b>Location of assignment</b>	Lusaka
<b>Activity System</b>	Market and Communications Development
<b>Reports to</b>	Programme and Administration Manager
<b>Anticipated start date</b>	August 9, 2021.

### I. ABOUT NABII ZAMBIA

The National Advisory Board for Impact Investment (NABII) Zambia is a non-profit organization created to accelerate the growth and effectiveness of the impact investment ecosystem in Zambia. We provide an all-inclusive platform to facilitate the deployment of impact finance at a scale sufficient to make meaningful contribution to achieving the Sustainable Development Goals for Zambia focusing on coordination, facilitation, promoting and catalysing of private sector contributions. Our mandate is to mobilize stakeholders and resources to support the creation of a private sector driven impact economy in Zambia.

Within the context of our vision and mission, we focus on the following activities organised into four workstreams namely:

- i. **Market development:** Our work on the Supply, Intermediary and Demand pillars, supported by our work on the Enabler pillar with priority initiatives for scaling Zambian impact market and activating private investors.
- ii. **Communications development:** Our work on awareness raising among existing and potential ecosystem players – in Zambia and abroad supported by our work on creating a compelling impact narrative for ecosystem players.
- iii. **Research and knowledge development:** Our work on gathering and analysing data and information to support our advocacy and outreach work.
- iv. **Policy development:** Our work to understand the legislative, regulatory, and institutional environment and undertake effective advocacy to promote the development of the impact investment ecosystem.

## **2. CONTEXT OF THE ASSIGNMENT:**

To advance market and communications development, NABII, in partnership with Accelerated Growth for SMEs in Zambia (AGS) will be hosting an *Impact Investment Summit* aimed at providing the demand-side, and supply-side connections, as well as bringing together impact ecosystem stakeholders to collaborate and address sector wide issues. The two-day summit seeks to promote networking and facilitate cross-sector collaboration to complement ongoing efforts by key stakeholders and catalyse deployment of impact finance at a scale.

The summit has the following key objectives:

- Facilitate connections to catalyse collaborations: Give visibility to organisations presenting their needs and/or current projects (impact funds, coalitions, innovative public/private models, new financial vehicles) to potential service providers, partners, and investors.
- Promote impact investment narrative among ecosystem stakeholders, i.e, investors, businesses, market enablers, intermediaries, and government.
- Strengthen the impact investment ecosystem by building up meaningful relationships
- Explore current and future actions by the NABII and its partners to catalyse impact investment during and post COVID-19 recovery period.
- Engage with impact investment ecosystem stakeholders to define the trajectory of impact ecosystem in Zambia and where the future work should focus.

## **3. OBJECTIVES OF THE ASSIGNMENT**

The purpose of this contract is to obtain the services of an event management company to support the organization of summit in a smooth manner. The specific objectives of the events management services are as follows:

- i. Coordinate and manage all venue-related administrative and logistical arrangements for the efficient and timely organization of the summit
- ii. Manage the pre-conference registration process for summit delegates and speakers
- iii. Develop and facilitate the design and production of all summit materials, and hybrid platform
- iv. Provide quality videography and photography services for the summit

#### **4. SCOPE OF WORK**

The scope of work and specifications for the services and tasks/deliverables being requested under this assignment are summarised below:

##### **a) Summit action plan and design theme**

- Develop a roadmap/action plan for the management of all venue-related administrative and logistical arrangements of the summit in coordination with the Program and Administration Manager
- Conceptualize and develop the design theme for the summit and develop the design deck for summit related materials
- Venue booking and partners coordination
- Develop and manage a strategic marketing plan; pre, during, and post summit, and promotion materials for multimedia

##### **b) Participants' management**

- Manage the pre-conference registration process for the participants, and compile a confirmed registration list of participants, speakers, and special guests in close consultation with the Programme Manager
- Manage summit themes, where necessary, support in the development of keynote speeches

##### **c) Summit management**

- Design scale floor conference venue sitting plan and virtual platform management
- Ensure all meeting rooms are arranged
- Provide audio-visual equipment
- Set up the conference halls with background e- backdrop banner, photos, flex, banners, etc.
- Provide administrative and secretarial support to the conference and ensure timely winding up
- Design branding graphics; E-backdrop and stand-up banner designs
- Arrange and manage participants' registration (with relevant contact details)
- Prepare, design and layout the summit report with appropriate pictures and videos in consultation with the Program Manager and Communications Specialist

## 5. DELIVERABLES

The deliverables from this assignment and the due dates for submission are:

<b>Deliverables</b>	<b>Due date</b>
Conference concept design and action plan for the management of all venue-related administrative and logistical arrangements of the regional conference as per agenda and run of show.	August 28 <sup>th</sup>
Approval of the hybrid plan which will include physical venue and virtual platform	September 5 <sup>th</sup>
Strategic marketing plan	September 10 <sup>th</sup>
Submission of complete design deck for summit related services which includes summit kits, banners, and prints	October 10 <sup>th</sup>
Final Registration list	October 21 <sup>st</sup>
Summit programme	October 15 <sup>th</sup>
Event closure report detailing all activities carried out for preparation and during the conference. The event closure report needs to contain an activity log sheet that will list and verify all the jobs related to the event management	November 19 <sup>th</sup>

## 6. PROFILE OF THE SERVICE PROVIDER

### 6.1 Experience and Qualification

The Events management company must have prior experience in the following listed skills:

- At least 5 years of experience in events management and support (organizing, managing, and implementing high profile conferences/ hybrid events for at least 100 participants including dealing with senior government, investors, and businesses).
- Proven expertise in graphic design and branding of high-profile events including development and placement of conference branding materials in the event venue.

### 6.2 Documentation

Documentation to demonstrate that the events management company meets the qualification requirements should be provided. It should include the following:

- Organizational/company profile and CVs of key personnel with brief description of the organization, institutional capacity, and an outline of recent experience in providing events management services for events of a similar nature.
- Minimum 2 proofs of recent experience in managing similar large-scale events/conferences for institutions.
- Minimum 4 reference letters from recent clients (investors and businesses) for similar large events/conferences.

- A slide deck of graphic design work (e.g design theme of conference, design artwork for conference backdrops, infographics, banners) prepared for recent events/conferences of a similar nature.

## 7. MODALITIES OF SELECTION

A Selection Committee will evaluate the proposals using the following criteria and corresponding scores

Criteria	Maximum Score
Experience of the firm	30
Quality and responsiveness of the technical proposal	30
Financial offer	40
<b>Total</b>	<b>100</b>

## 8. APPLICATION GUIDELINES

Qualified and interested parties are hereby requested to apply by submitting their proposals to [secretariat@nabii.org.zm](mailto:secretariat@nabii.org.zm) not later than August 9, 2021. They should include:

1. Documentation outlined in 6.2, and
2. Expression of Interest (please include expected rates/ payment terms)