



Request for Proposal (RFP) for an Event Organizer Consultancy Service

Background

Ethiopian Women in Energy (EWiEn) Association working to empower women in the energy sector. EWiEn aspires to close the gender gap in the energy sector by strengthening women's role as consumer, employee, and entrepreneur through networking, spotlighting, advocating, mentoring, training and more. The main objective of hiring event organizer is to leverage an event organizer's expertise to create a smooth, powerful, and professionally managed annual event that celebrates the contributions of professional and entrepreneur women in the energy sector.

Scope of the Assignment

EWiEn is looking for a professional event organizer that can meet the goal of the yearly event from planning to implementation of the plan based on the event's objectives. The event organizer must maintain open and frequent communication with the allocated budget. EWiEn team in order to host an inspirational, cost-effective, and successful event that will offer a specific tailored plan with a time frame, a progress report, and a final report. By delivering on this full scope of work, the event organizer may assist EWiEn in executing a fourth annual awards ceremony that honors women's achievements, Strengthens the organization's brand, and promotes significant impact in the energy sector.

Role and Responsibilities of the Consultant in Event organizing

The key responsibilities of the event organization consultant should focus on to ensure a memorable, successful, and impactful event: the followings are must be fulfilled:

I. Elevate the Event's Prestige and Visibility:

- ✓ Build on the strong brand and reputation established over the past three years.
- ✓ Secure high-profile speakers and sponsors to enhance the event's credibility.
- ✓ Implement a comprehensive marketing and promotional strategy to attract a large, engaged audience.
- ✓ Execute advertising campaigns across relevant channels like industry publications, social media, email outreach, etc. Secure media partnerships and coverage to amplify the event's reach.

II. Video Content Creation:

- ✓ Produce short video profiles highlighting the stories and accomplishments of the 3 award winners and display during the award ceremony.
- ✓ Capture high-quality video footage throughout the entire event.
- ✓ Edit and create a memorable post-event highlight video.

III. Amplify the Voices and Stories of Awardees:

- ✓ Capture and share the awardees' achievements, challenges, and inspirational journeys through various mediums.
- ✓ Create opportunities for the Awardees to share their insights and mentor the next generation.

IV. Videography and Photography:

- ✓ Assign and coordinate professional videographers and photographers to capture high-quality footage and images throughout the event.
- ✓ Ensure comprehensive coverage of the award presentations, speeches, networking, and other key moments.
- ✓ Edit and produce a post-event highlight video and photo album.

V. Interviews and Participant Engagement:

- ✓ Coordinate interviews with event participants, speakers, and awardees.
- ✓ Ensure smooth on-site logistics for interviews and media interactions.
- ✓ Collect reflections, testimonies, and other content from attendees.

VI. Deliver an Exceptional Attendee Experience:

- ✓ Organize an engaging event that includes inspiring information and networking possibilities.
- ✓ Provide seamless logistics, hospitality, and on-site interaction for all participants.

VII. Promotional Materials:

- ✓ Design and produce all promotional materials including key chains, bags, caps, brochures, booklet, banners, rollups, backdrops, invitation card, certificate, and digital materials.
- ✓ Develop a cohesive branding and visual identity for the event.
- ✓ Create a budget aligned with the event's needs, submit the draft budget for Board approval, and ensure proper expense management throughout the event.
- ✓ Manage the printing, distribution, and display of promotional materials.

VIII. Venue and Stage Management:

- ✓ Oversee stage, podium, lighting, and audio-visual equipment setup and dismantle.
- ✓ Coordinate with venue staff to ensure a seamless event experience.

IX. Invitation, Exhibitor and Sponsor Management:

- ✓ Manage the invitation and registration processes. Create and distribute digital and /physical invitations and event passes.

- ✓ Liaise with all key stakeholders like organizers, sponsors, invited organizations and invited medias
- ✓ Develop a detailed event plan and timeline to execute all logistical elements.
- ✓ Identify and approach potential sponsors and exhibitors who relate with the event's objective and target audience, beyond those already on the EWiEn sponsorship list.
- ✓ Understand sponsorship packages created by EWiEn team and negotiate mutually advantageous partnerships. Ensure that sponsors receive the agreed-upon advantages and visibility
- ✓ Manage event exhibitors, sponsors, and partners by setting up and promoting their participation.

X. Foster Meaningful Connections and Collaborations:

- ✓ Facilitate networking activities to enable new partnerships and mentorship.
- ✓ Encourage attendees to join or deepen their involvement with EWiEn and its initiatives.
- ✓ Leverage the event to identify potential new members, volunteers, and ambassadors for the Association.

XI. Generate Lasting Impact and Valuable Outcomes:

- ✓ Identify opportunities to leverage the event content and insights to drive year-round programming, advocacy, and thought leadership.
- ✓ Continuously solicit feedback from attendees, sponsors, and stakeholders to inform future event repetitions.
- ✓ Measure and report on key performance indicators like attendance, sponsorship, media coverage, and post-event engagement.
- ✓ Prepare a comprehensive post-event report for Association.
- ✓ Collect and arrange attendee feedback, media coverage, and other event data.
- ✓ Document the event planning process, key decisions, and outcome metrics.

Duration of the Contract: Three months

- ✓ This assignment is expected to be completed in a maximum of three months between August-November 2024.

Professional Qualification and Experience of the Consultant

The event organization consultant for the fourth annual awards ceremony has the following key qualifications:

- ✓ The Consultant must have a minimum of MA/ MSc degree in the fields of, Marketing, journalism, language & Literature, business management, Leadership or other related fields.
- ✓ The consultant has a proven track record of successfully organizing and delivering high-profile industry events, conferences, and awards ceremonies. Have at least five years' work experience and provide at least two testimonial letters.

- ✓ They possess deep expertise in all aspects of event planning and execution, including event strategy, program development, budgeting, sponsorship management, marketing, and on-site logistics.
- ✓ The consultant shall have teams of expertise in design, content creation, photo and video production, publication and promotion.
- ✓ The consultant has a strong understanding of the energy industry, its key stakeholders, and the unique challenges and opportunities faced by women professionals in this sector.
- ✓ The consultant has cultivated an extensive network of partnership within the energy industry, including senior executives, thought leaders, and potential sponsors.
- ✓ The Consultant can leverage these connections to secure high-caliber speakers, secure sponsorships, and drive event visibility and attendance.
- ✓ The consultant employs a data-driven approach to event planning and evaluation, using key performance indicators (KPIs) to measure the success of the event and the sponsorship program.
- ✓ They possess strong analytical skills to collect, analyze, and interpret event-related data to inform future planning and continuously improve the event's impact.
- ✓ The consultant has robust project management skills, allowing them to coordinate multiple work streams, manage timelines, and ensure the smooth execution of the event.
- ✓ They demonstrate strong organizational abilities, including the capacity to negotiate sponsors, and oversee a team of event staff and exhibitors
- ✓ The consultant brings a creative and innovative approach to event design, leveraging emerging technologies, interactive elements, and unique experiential components to enhance the attendee experience.
- ✓ They must be proactive in identifying and implementing new ideas and strategies to differentiate the EWiEn awards ceremony and amplify its impact.
- ✓ If a firm involves more than one expert please provide description of the duties and responsibilities of teammates.
- ✓ Renewed license, VAT registration and TIN number.

How to Apply

- ✓ Bidders shall submit separate technical and financial proposals to EWiEn via email adey.ewien@gmail.com, lindalapiso@gmail.com, atidooyo@gmail.com, atsedegualu@ewein.org, and cc to mahider.mekuannent@ewien.org by 5:00 p.m. on **4 September, 2024**. Late quotes will not be accepted.
- ✓ The financial proposal should describe the major cost items and the total amount of budget required in ETB.
- ✓ EWiEn reserves the right to cancel this bid.