



Terms of Reference (ToR)

Event Organizer for Annual Energy Event

Position Title: Event Organizer (firm)

Location: Addis Ababa, Ethiopia

Duration: August – November 2025 (tasks delivered on a rolling basis)

Reporting to: Bisrat Teferedelgn, Finance and Admin Head, EWiEn

1. Background

The Ethiopian Women in Energy (EWiEn) is hosting its Annual Energy Event, a flagship gathering that brings together government representatives, private sector actors, exhibitors, development partners, media outlets, and other stakeholders. The event is a dynamic platform that promotes inclusive energy development, facilitates knowledge sharing, showcases innovations, and recognizes outstanding contributions to the sector.

To ensure the successful delivery of this high-profile event, EWiEn seeks to engage a professional Event Organizer. The selected individual or firm will be responsible for managing the full scope of event logistics from planning and coordination to stakeholder communication, media engagement, on-site execution, and post-event reporting. The Event Organizer will operate independently with minimal supervision from EWiEn, to ensure a seamless experience for all participants, sponsors, and exhibitors.

1. Objective of the Assignment

- The Event Organizer will be responsible for the overall coordination, logistical arrangements, stakeholder communication, media engagement, on-site management and post-event wrap-up for the Annual Energy Event.
- The Event Organizer will ensure timely preparation, effective communication, smooth execution, and proper post-event wrap-up.

3.Key Responsibilities

A. Planning and Coordination

- Lead the overall implementation of the Annual Energy Event in close coordination with EWiEn.
- Allocate and manage personnel for each task, including ushering, reception, transportation of materials, and guest services.
- Coordinate with vendors (e.g., printing services), venues (hotel), partners, participants, sponsors, and stakeholders.

EWiEn reserves the right to cancel the procurement or modify the scope at any stage.



- Ensure timely printing, delivery, and return of event materials.
- Follow up with sponsors using provided sponsorship letters and ensure all payments are deposited to EWiEn's account.

B. Communication and Dissemination

- Manage dissemination of invitation letters and other official correspondence.
- Assign staff to deliver invitation letters to listed participants.
- Follow up on attendance confirmations.

C. Media Engagement

- Coordinate with 10–15 mainstream media outlets.
- Ensure media coverage and, where applicable, facilitate per-diem payments.
- Support media presence and documentation during the event.

D. Logistics and Transportation of Materials

- Oversee transport of materials from printing company to event venue and back.
- Keep inventory records and manage all physical event items.
- Oversee venue setup, catering, audio-visual equipment, and stage decoration.

E. On-site Management

- Supervise venue setup.
- Manage volunteers, guests, and troubleshoot on-site issues.

F. Marketing and Promotion

- Promote the event in coordination with EWiEn's team.
- Ensure exhibitor and sponsor engagement.
- Confirm all payments of sponsors and exhibitors are made two weeks before the event.

G. Registration and Guest Management

- Manage registration and consent forms.
- Monitor guest attendance and ensure VIP services.
- Coordinate with the media team for guest engagement.

H. Post-Event Activities

- Collect feedback and evaluate success.
- Submit a post-event report with lessons learned.
- Return leftover printed materials with inventory.

4. Deliverables

- Work plan and staffing schedule

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- Sponsorship tracker (follow-up actions and payment status)
- Logistics plan and media coordination
- Invitation tracker (sent/confirmed/declined/pending)
- Media attendance summary
- Risk and mitigation log (updated weekly from August – event day)
- Post-event report
- Inventory record of printed materials

5. Qualifications

- Minimum five (5) years of proven event/management experience with events of 100+ participants
- Strong communication and coordination skills
- Familiarity with donor and government protocols
- Financial and logistical planning experience

6. Reporting Line

- The Event Organizer will report directly to the Head of Finance & Administration (Bisrat Teferedlegn) and coordinate with the assigned focal person.

7. Timeline Overview

| Period | Activity |
|--|---|
| August, September and October (On rolling basis) | Letter dissemination and follow-up with sponsors, exhibitors, and participants |
| October | Follow-up on payment for exhibitors and sponsors, check printing items |
| November | One-day event (venue setup, ushering, registration, media, logistics) |
| Post-event | Transport leftover items to EWiEn office/store, report writing, inventory wrap-up |

8. Application Requirements

Interested applicants are invited to submit the following documents:

- Proposal / Expression of Interest (maximum 4 pages), detailing:
 - Understanding of the assignment
 - Approach and methodology
 - Proposed work plan and deliverables
 - Staff assignment and roles
 - Valid business license of the firm (updated copy)
 - Two writing samples that reflect the applicant's experience in similar assignments (e.g., articles, interviews, event reports)
 - Financial Proposal indicating the cost breakdown per activity or service.

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Note: Payment will be processed in two phases:

- Pre-Event Payment: Upon completion of pre-event deliverables
- Post-Event Payment: Final payment will be released during the last week of November 2025, following the successful delivery of post-event tasks

9. Submission Guidelines

Email your complete proposal to: career@ewien.org

Subject Line: Event Organizer (Firm) for Women in Energy Award 2025

Deadline: August 1, 2025, at 5:00 PM (EAT)

Late or incomplete submissions will not be considered.

For clarifications please direct all inquiries to: Dewo Desta, dewo.desta@ewien.org

10. Evaluation and Selection Methodology

- Bids will be evaluated in two stages - **Technical Proposal (60 %)** and **Financial Proposal (40 %)** - using the Quality- and Cost-Based Selection (QCBS) approach. Only proposals scoring **≥ 70 % of the 60 technical points (i.e., 42 points)** will proceed to financial evaluation.

Technical Proposal (60 %)

| # | Technical sub-criteria | Maximum points |
|---|--|----------------|
| 1 | Relevant experience – number, scale, and complexity of similar events delivered in the past five years | 15 |
| 2 | Proposed methodology & work plan – clarity, realism, innovation, risk management, gender-responsive considerations | 15 |
| 3 | Team composition & qualifications – adequacy of staffing matrix; CVs demonstrating roles, years of experience, language skills | 10 |
| 4 | Stakeholder & media strategy – approach to sponsorship management, media engagement, and VIP handling | 10 |
| 5 | M&E and reporting framework – tools for | 5 |

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|---|---|---|
| | real-time tracking, post-event KPIs, sustainability measures | |
| 6 | Quality assurance & contingency planning – health, safety, and Covid-19 (if applicable) protocols; backup vendors | 5 |

Total (technical)

60

Financial Proposal (40 %)

- The lowest-priced proposal among technically qualified bidders receives the full 40 points.
- Other offers receive $40 \times (\text{Lowest price} \div \text{Bid price})$.
- The Final Score = Technical points + Financial points.
- The contract will be awarded to the bidder with the highest combined score.

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