

## TERMS OF REFERENCE

### **PHOTOGRAPHY, VIDEOGRAPHY AND VIRTUAL CONFERENCE PLATFORM MANAGEMENT SERVICES FOR THE 6<sup>TH</sup> PASET FORUM AND Rsif CONFERENCE TO BE HELD FROM 23-25 APRIL 2024 IN NAIROBI, KENYA AS A HYBRID<sup>1</sup> EVENT**

**Project Name:** Regional Scholarship and Innovation Fund for Applied Sciences, Engineering and Technology (Rsif)

**Reference No:** KE-ICIPE-009/2024-NC-RFQ

**Grant No.:** D347-3A

**Expected duration:** 2 months

**Expected start date:** April 2024

**Application deadline:** 6<sup>th</sup> March 2024,

#### **1. BACKGROUND**

The Partnership for skills in Applied Sciences, Engineering and Technology (PASET) is an African-led initiative to strengthen skills in the applied sciences, engineering and technology to further socio-economic transformation in sub-Saharan Africa (SSA). The Regional Scholarship and Innovation Fund (Rsif), the flagship program of PASET, aims to support PhD students, post-doctoral scientists, and universities in SSA to establish high-quality training, research and innovation environments and to develop institutional capacity for the benefit of the whole region. The program, which was initiated in 2015 has supported 282 PhD students and provided 58 research and innovation grants through 15 African 'Host' Universities. Nine African countries are directly contributing to towards Rsif, while many others are in the process of joining. Visit [www.rsif-paset.org](http://www.rsif-paset.org) for more information.

The 6<sup>th</sup> PASET Forum and Rsif Conference will take place from 23-25 April 2024 in-person in Nairobi, Kenya hosted by *icipe* and the Government of Kenya with around 250 physical participants and additional virtual participants and speakers. The overall theme is *Skilling for Africa's Green Economy Future of Work*. The Forum will have plenary sessions and 5 breakout sessions, each with 3 - 5 speakers/panelists.

*icipe* intends to hire the services of an experienced firm to offer photography, videography and virtual conference platform management services at the Rsif physical conference. The outputs of the assignment will be used by *icipe* to portray the impact of the Rsif work and its activities across

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<sup>1</sup> A hybrid event involves both in-person and virtual participation.

the African continent through photos and videos to be presented on its website, social media, publications and other communications materials. The firm will also render a seamless, well-coordinated hybrid event, which includes activities before, during, and after the conference.

## **2. OBJECTIVES OF THE ASSIGNMENT**

The assignment will be divided into two (2) Lots, as follows:

### **2.1 LOT 1 - PHOTOGRAPHY AND VIDEOGRAPHY**

The objectives of the assignment are:

- i. To produce a storyboarding including research and development of a creative brief guided by the Conference theme.
- ii. Capture good high quality and high resolution still photos representing the Conference activities (Pre, during and post conference).
- iii. Conduct short (3-5 minute) videos (including interviews) summarizing the Conference events; to be used on the Rsif YouTube channel and other digital platforms.
- iv. Manage efficient post-production process and produce high-quality photos and video products.

#### **Scope of the assignment**

The firm should be physically available at the venue of the Rsif Conference and side meetings as guided by the communications team to capture good quality photos, collect video footages and conduct video interviews as per guidance. The firm is expected to utilize pertinent innovative and imaginative methods to guarantee the successful completion of the assignment.

#### **Description of assignment**

##### **Pre-production (Before the conference)**

- i. Participate in planning meetings with the organisers
- ii. Work with organisers to identify areas and persons of interest for interviews
- iii. Gather necessary information on potential interviewees
- iv. Conduct 3-5 interviews as guided
- v. Develop a creative brief
- vi. Design the storyboard

##### **Execution (During the conference)**

- i. Video production
- ii. Still photography (We might need some photos of each day for posting on social media as the conference goes on)
- iii. Debrief session with organisers before, during and after the conference

##### **Post production (After the conference)**

- i. Produce short videos of 3-5 minutes from the Conference sessions
- ii. Produce 3-5 interview videos (3-5 min)

- iii. Provide a summary of still photographs taken for each day of the event
- iv. A video summarizing the Rsif Conference 2024 (3-5 minutes)
- v. Deliver videography and photography shoot for the 3-day physical conference

### **Expected Outputs and Deliverables**

The successful firm will be responsible for delivering the following outputs:

- i. Good quality still photos from the field visits and events for use in website, social media and publications.
  - ii. Closely working with the Communications team, produce videos/short videos for website and social media using the footages collected from the field visits and events.
  - iii. Produce short video interviews for social media and website.
  - iv. Produce photo essays, photos stories, photo books.
  - v. Raw photos and video footages should be handed over to the client. communications team.
- The firm is expected to have a meeting/briefing with the client before the event to discuss the workplan. The outputs and deliverables will be varied based on the assignment.

## **2.2 LOT 2 - VIRTUAL CONFERENCE PLATFORM MANAGEMENT SERVICES**

### **Objectives of the assignment**

The objectives of the assignment are:

- i. To deliver the virtual version of the 3-day hybrid conference.
- ii. To set up an online platform and coordinate its use before, during and after the conference.
- iii. To manage communication of the conference to targeted audiences in consultation with the organisers.

### **Scope of the assignment**

The firm will work closely with *icipe*, and the organisers to achieve the deliverables. The firm will implement the assignment within the framework of the concept note and programme for the Forum and Rsif annual conference and have access to any relevant documentation to facilitate preparation and management of the virtual part of the hybrid event. The firm is also expected to employ relevant innovative measures for the successful execution of the event.

### **Description of the assignment**

The assignment will be carried out in three parts namely:

- a. **Preparation (Before the conference):** This will involve planning and logistical activities including but not limited to:
  - i. Participating in regular planning meetings with the organisers.

- ii. Establish an integrated virtual solution suited to a hybrid conference of this magnitude, preferably in both web-based and mobile platforms.
- iii. Ensure integrated translation and interpretation services (French to English and vice-versa).
- iv. Stream Rsif brief videos during designated conference sessions (including highlights that may be used during breaks).
- v. Organise a 'demo' day to test the functionality of the virtual platform at the physical venues (including IT support tests, breakout/networking sessions, use of live and produced/pre-recorded Rsif videos among others).

**b. Execution (During the conference):** This will involve activities conducted during the three-day conference including but not limited to:

- i. Liaise closely with *icipe* on the set up of the venue of the conference suited for a hybrid event.
- ii. Support the coordination of the conference program in liaison with the organisers (including breakout/networking sessions, timekeeping and coordinating speakers, participants, moderators, and exhibitors).
- iii. Coordinate both physical and virtual participation in close coordination with the organisers.
- iv. Document virtual participation during the event.
- v. Coordinate and analyse participants' feedback.
- vi. Address any technicalities related to use of the virtual platform and featured videos including assisting speakers, participants and organisers during presentations.
- vii. A debriefing session with the organisers before, during and after the conference.

**c. Completion (After the conference):** This will entail:

- i. A meeting with the organisers to evaluate the event.
- ii. A final report on service delivery.

**IMPORTANT NOTE:**

Firms are required to bid for both lots. Bids for only one lot will be disqualified/rejected.

**3. QUALIFICATIONS AND EXPERIENCE**

The firm should have at least 5 years demonstrable relevant experience of documenting through videography, photography and managing and implementing a virtual hybrid event of a similar nature and magnitude. Preference will be given to a firm with sufficient experience in documenting

through videography, photography and managing hybrid events for international organisations involving multi-lingual local, regional, and international audiences.

#### 4. DELIVERABLES, TIMELINES AND BUDGET

The assignment will be spread over a two (2) months period as shown below. The firm shall be compensated subject to the provisions of the assignment based on deliverables as follows:

The firm shall be compensated subject to the provisions of the assignment based on deliverables as follows: <b>Activities</b>	<b>Deliverables</b>	<b>Timelines</b>	<b>Payment %</b>
An inception report including: <ul style="list-style-type: none"> <li>a. An activity workplan</li> <li>b. A plan for the conference</li> </ul> A virtual platform An updated conference website A creative brief A story board	Approved inception report A virtual platform An updated website A creative brief A story board	02-03 April 2024	30%
A 'demo' of the virtual platform for online participation, A conference 'demo' (involving hybrid participation)	Approved 'demos'	04-05 April 2024	20%
Deliver a 3-days conference	Delivery of photography, videography and virtual version of a 3-days' hybrid conference	23-25 April 2024	40%
A final report, approved final videos and photos and documentation of the 3-day physical conference	Submission of final report approved videos and photos	3May 2024	10%

## 5. FOCAL POINT

*icipe* in liaison with the organisers will serve as the focal point for the firm and will provide the relevant information and any support required for the assignment.

## 6. APPLICATION GUIDELINES

Interested applicants should submit the following documents to [rsiftenders@icipe.org](mailto:rsiftenders@icipe.org) on or before 6th March, 2024 at 11.00 hrs EAT.

## 7. MANDATORY REQUIREMENTS

- I. Copy of Certificate of Incorporation
- II. CR12 form.(Name of directors)
- III. Valid tax compliance certificate
- IV. Valid Business trading license

## 8. TECHNICAL PROPOSAL

- i. Detailed cover letter expressing interest in this assignment, including full contact details (name, tel. e-mail), and physical address.
- ii. Proposed team's CV.
- iii. Evidence of undertaking similar work during the last 5 years attach at least three (3) for reference.
- iv. Contacts of at least three references. They will be contacted.
- v. Methodology to be used during the assignment.
- vi. Should be in English language.

## 9. FINANCIAL PROPOSAL

Provide a competitive and detailed cost breakdown **for both lots** (quoted in US\$) to perform the assignment including all chargeable taxes.

## 10. SUPPLIER/FIRM PROFILE

QUESTION	ANSWER
1. Would you envisage that any portion of this contract would be sub-contracted? What portion and why	
2. Does your company have any pending or threatened litigation? If so please describe it. <i>icipe</i> reserves the right to carry out an independent investigation to verify the accuracy of the information to provided	

## **11 CRITERIA FOR SELECTION OF THE BEST OFFER**

The winning firm will be selected in accordance with the criteria laid down under items 7 and 10 above.