

**REQUEST FOR PROPOSAL (RFP)**  
**EVENT MANAGEMENT**  
**West Africa Energy Transition Week 2023**

<b>Title</b>	Request for Proposals for Conference and Exhibition Management for the West Africa Energy Transition Week 2023
<b>Date</b>	23 - 28 October 2023
<b>Duration</b>	6 days
<b>Venue</b>	Praia, Cabo Verde
<b>Projected Attendance</b>	500 participants
<b>Event Theme</b>	Attaining the ECOWAS Region's Sustainable Energy Targets
<b>Type of Contract</b>	Independent Contractor

## 1. Introduction

The ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE) invites suppliers to submit proposals to perform the services of conference and exhibition organizer for the West Africa Energy Transition Week 2023, in accordance with the requirements, terms, and conditions of this Request for Proposal (RFP). The Week will feature on-site events and exhibitions to showcase innovative products and services on energy provision, including the:

- 8th ECOWAS Sustainable Energy Forum – ESEF2023; and
- 4th Cabo Verde International Fair on Renewable Energy and Energy Efficiency

ECREEE is therefore seeking the professional event management services of an experienced and independent contractor for the West Africa Energy Transition Week, which will include ESEF2023, and the 4th Cabo Verde International Fair on Renewable Energy and Energy Efficiency to deliver a world-class event and further establish ESEF as a unique regional brand for international energy cooperation.

This RFP sets forth the requirements for all services and solicits a detailed response from suppliers to include pricing and service descriptions in a specified format.

## 2. Background

ESEF is an annual forum that promotes exchange of ideas and cooperation to support the acceleration of sustainable solutions aimed at the implementation of the ECOWAS Renewable Energy Policy (EREP) and the ECOWAS Energy Efficiency Policy (EEEP), which were adopted by the Authority of ECOWAS Heads of State and Government in July 2013, as well as the Sustainable Energy For All (SeforAll) Initiative in the ECOWAS region. The forum facilitates networking and partnerships between ECOWAS policy makers, regional and international private sector players and financial institutions. ESEF is convened by the ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE), with support of its partners – the Austrian Development Cooperation (ADC), the Spanish Agency for international Development Cooperation (AECID), the United Nations Industrial Development Organization (UNIDO), the Global Environment Facility (GEF), the World Bank Group, and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

Cabo Verde has hosted three editions of the International Fair of Renewable Energy and Energy Efficiency. The fair is a partnership between the International Fair of Cabo Verde (FIC), the Ministry of Industry, Commerce and Energy (MICE), and the Ministry of Finance and Business Development.

## 3. Objective of the Assignment

The main objective of the assignment is to plan, organize and manage the West Africa Energy Transition Week 2023, including the ESEF2023 and the 4th Cabo Verde International Fair on Renewable Energy and Energy Efficiency in entirety. This includes the corresponding exhibition planned to run concurrently with the conference.

## 4. Scope of Work

The appointed contractor is expected to fulfil the following: Branding, Sponsorship, Marketing, Planning and Organization of the West Africa Energy Transition Week, and support the design of the website for the event.



In consideration of the scope, the appointed contractor shall aim to achieve:

1. Revenue generation from the conference and exhibition to reduce cost to organisers.
2. Excellent project management support to ensure top class event.
3. Achieve success from the event in terms of crowdpull while aiming for value for audience.

### **Branding**

- Develop an event logo or word/letter mark for visual -identification/recognition.
- Propose a new theme or rephrase existing one to suit the event objective.
- Design and brand all conference related materials and make available for electronic use and in printed form.
- Design and print conference packs/exhibition manual and publications and souvenirs.
- Develop a functional and responsive website for the event, which can be linked to the organizers' websites.
- Create and manage social media platforms for the event.
- Advise in the design of the event website.
- For exhibition: design, develop, maintain the exhibition arena with the unique branding of the event.
- Prepare Final Forum Report

### **Sponsorship**

- Develop strategic sponsorship items within the conference and the exhibition.
- Approach and secure sponsors and develop sponsorship proposals and agreements.

### **Marketing**

- Set an appropriate conference registration fee.
- Ensure a proper visibility of the event, by setting up a communication plan to divulge it through different channels.
- Attract delegates from diverse sectorial group (local and international) for the conference.
- Attract more than 50 exhibitors.
- Advise on suitable advertisement methods of the event.

### **Planning and Organization**

- Plan all aspects of the event.
- Determine the most appropriate date and identify and secure an appropriate conference and exhibition location to accommodate expected number of registrants.
- Identify and categorize stakeholders and manage invitations and confirm delegates with a reliable booking management system.
- Develop a profile for speakers and presenters and Invite them

- Develop the content and agenda of the conference using a combination of key notes speeches, plenary sessions, workshop, side events, luncheons and awards and dinners were appropriate.
- Manage travel and accommodation for delegates.
- Develop communication outreach content in collaboration with ECOWAS agencies communication departments using all communication channels and tools.
- Manage vendor contracts and serve as the direct liaison with all vendors and venues, sales and management staff to communicate the needs of the group.
- Arrange meeting rooms setups.
- Arrange for and manage all food functions.
- Arrange and manage audio visual requirements and other technology related requirements.
- Serve as liaison with exhibitors and identify register and manager exhibitors and arrange exhibit space setups.
- Provide post conference support such as a summary report of meeting and financial report for file and committee review.
- Provide Final Forum Report and documentary.
- Assist with local tourism (Where necessary) and suggest appropriate entertainment for conference Awards/luncheons/Dinner.

## **5. Proposal Requirements**

Suppliers shall submit innovative and detailed proposals that:

- Provides a clear understanding of the assignment.
- A summary of the methodological approach or strategy for delivering the assignment. e,g approach to be taken and any innovations that the supplier will implement to meet the objectives of the assignment.
- Detailed breakdown of services to be provided covering the 5 core areas and must cover, marketing, sponsorship, registration, onsite management, logistical planning, coordination and negotiations, exhibition design, agenda and content development, financial management post conference support.
- Information about the history of the firm, including years in business, structure (corporate, partnership, sole proprietorship, etc.)
- A brief description of relevant experience and examples of work undertaken in the past 5 years covering the 5 core areas of similar nature and theme showing value for money.
- Proposal should show how the supplier intends to leverage existing experience and resources to implement project and can propose any additional or alternative services to support current requirements in a cost effective way.

- Proposal should include all pricing information with a detailed budget in US Dollars, inclusive of all applicable taxes and in a format that clearly identifies the amount for each phase of service considering the scale of the event. The budget should consider income, income sharing, direct expenses and overheads. The budget should take a conservative approach to revenue considering this is the first pre-registered event organized by the promoters.
- Details of supplier's quality assurance process including a statement of risk assumptions, issues and challenges that might be faced in executing the project along with the recommend mitigation actions.

## **6. Onsite Management and Logistical Planning**

Supplier shall:

- Demonstrate capacity to deliver onsite with local team based in Cabo Verde;
- Negotiate and provide list of suitable hotels close to the venue;
- Identify suitable vendors to provide the following core services:
  - Interpretation, translation, Master of Ceremony, communication, hostesses, transportation (airport protocol, VIP services, transfers, preparation of logistics note), printing (Roll-up stands, outdoors, banners, ECOWAS flag, flyers, other publicity materials), exhibition booths, awards, souvenirs (USB, branded ECREEE folders, notebooks with agenda and pen), secretariat facilities (photocopiers, computers, internet, stationary
  - Conference Documentation (Photo Album, VIDEO, News)
  - High quality Final Forum Report

The core service items must be quantified and listed in the financial proposal, considering the respective unit and total prices in USD, EUR or GHC.

Note: There is no template for the proposal. Proposals should cover the above requirements.

## **7. Qualifications and Experience**

The Supplier shall, as a minimum, be capable of providing professional conference managerial services to international standards and best practice and meet the following requirements:

- Demonstrable experience in organizing, directing and hosting successful events of comparable nature
- Ability to provide the required services as detailed in the scope of work above
- Must be able to work and provide outputs for the event the three ECOWAS languages (English, French and Portuguese).

## 8. Evaluation Criteria

Proposals will be evaluated on the basis of:

- a) Implementation methodology;
- b) Experience of Contractor /team; and
- c) Cost effectiveness / financial proposal

## 9. Implementation Responsibilities

Upon the start of the services:

- The contractor shall build strong partnership and work in in close cooperation with the West Africa Energy Transition Week planning committee to ensure understanding of the specific vision and goals of the event.
- The contractor shall be open and transparent and shall provide consistent and timely communication through regular project status reports to the West Africa Energy Transition Week planning committee throughout the stages of the event.
- Use its best efforts to manage cost and budget and develop and manage the event in such a way that the event meets and exceeds the expectations of the promoters and the objectives defined during the event development phase.

Sponsoring Organizations will be responsible for:

- Directing the strategic programme
- Provide funding for participation of some key public sector participants and high-level participants
- Provide support with regards to the marketing and communication of the event
- Provide access to existing stakeholder databases and networks

## 10. General Conditions

This RFP is not an offer to contract. Acceptance of a proposal neither commits ECREEE to award a contract to any supplier, even if all of the requirements stated in this RFP are met, nor does it limit our right to negotiate in our best interest. ECREEE reserves the right to contract with a supplier for reasons other than lowest price. Failure to answer any questions in this RFP may subject the proposal to disqualification. Failure to meet a qualification or requirement will not necessarily subject a proposal to disqualification.

## 11. Submission of Proposals

- Proposals should be submitted by email **ONLY** to [esef\\_organiser@ecreee.org](mailto:esef_organiser@ecreee.org) , clearly state in the subject line “**Event Management West Africa Energy Transition Week 2023**”

- The deadline for submission is the **24 April 2023, 23h59 Cape Verde local time (00:59 GMT)**;
- You proposal should not be submitted on ZIP format;
- Further information/clarification can be obtained at the following email addresses: [helayo@ecreee.org](mailto:helayo@ecreee.org) and [adeoliveira@ecreee.org](mailto:adeoliveira@ecreee.org). **Please do not copy this email addresses when submitting your proposal. Your application will be disqualified if you do so.**