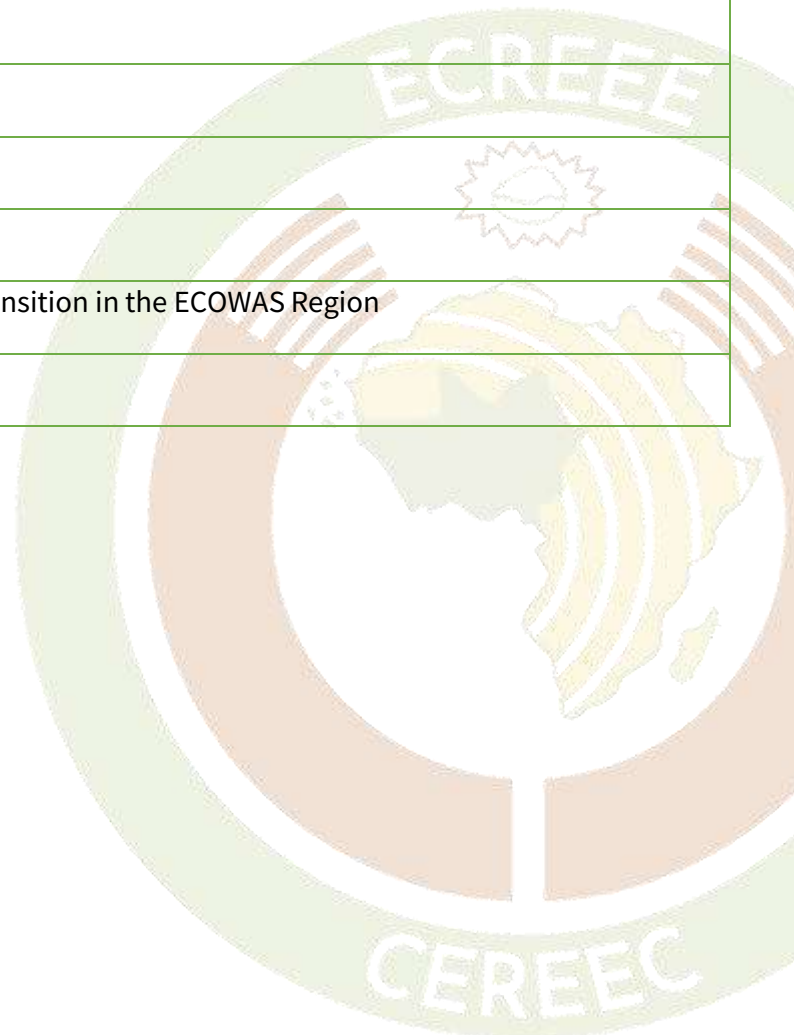




REQUEST FOR PROPOSAL EVENT MANAGEMENT

9th ECOWAS Sustainable Energy Forum - ESEF2024

Title	Request for Proposals for Conference and Exhibition Management for the 9 th ECOWAS Sustainable Energy Forum – ESEF2024
Date	4 - 5 November 2024
Duration	2 days
Venue	Abidjan – CÔTE D’IVOIRE
Projected Attendance	500 participants
Event Theme	Towards a Just Energy Transition in the ECOWAS Region
Type of Contract	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 9th ECOWAS Sustainable Energy Forum – ESEF2024, following the requirements, terms, and conditions of this Request for Proposal (RFP). The Forum will feature on-site events and exhibitions to showcase innovative products and services on sustainable energy provision.

ESEF 2024 is organized with the support of the Ministry of Mines, Petroleum, and Energy of Côte d'Ivoire and is part of the overall framework of the Mines, Petroleum, and Energy Exhibition of Côte d'Ivoire.

ECREEE is therefore seeking the professional event management services of an experienced and independent contractor for the ESEF2024 to deliver a world-class event and further establish ESEF as a unique regional brand for international sustainable 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 the 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 policymakers, regional and international private sector players, and financial institutions. ESEF is convened by the ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE) and the Ministry of Mines, Petroleum, and Energy (MMPE) of Côte d'Ivoire with the support of its partners: the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the Spanish Agency for international Development Cooperation (AECID), the Austrian Development Cooperation (ADC), the United Nations Industrial Development Organization (UNIDO), the West African Science Service Centre on Climate Change and Adapted Land Use (WASCAL), the African Development Bank (AfDB), the United Nations Development Programme (UNDP), USAID, the European Union (EU), the International Development Research Centre (IDRC), the World Bank, and many others.



3. Objective of the Assignment

The main objective of the assignment is to plan, organize and manage the 9th ECOWAS Sustainable Energy Forum – ESEF2024 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 9th ECOWAS Sustainable Energy Forum – ESEF2024, and support the design of the website for the event.

Branding

Sponsorship

Marketing

Planning

Organization

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.

Synergy of action with the Mines, Petroleum, and Energy Exhibition

Ensure a close collaboration with the organization of the Mines, Petroleum, and Energy Exhibition in Côte d'Ivoire

Branding

- Develop an event logo or word/letter mark for visual identification/recognition.
- Propose a new theme or rephrase the existing one to suit the event objective.
- Design and brand all conference-related materials and make them available for electronic use and in printed form.
- Design and print conference packs/exhibition manuals, publications and souvenirs.
- Develop a functional and responsive website for the event, which can be linked to the organizers' websites and/or update the website of the previous edition of ESEF.
- Create and manage social media platforms for the event.
- For exhibition: design, develop, and maintain the exhibition area 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 proper visibility of the event, by setting up a communication plan to divulge it through different channels.
- Attract delegates from diverse sectorial groups (local and international) for the conference.



- Attract more than 50 exhibitors.
- Advise on suitable advertising methods for the event.

Planning and Organization, On-site management and logistics

- Plan all aspects of the event.
- Determine the most appropriate date and identify and secure an appropriate conference and exhibition location to accommodate the expected number of registrants.
- Identify and categorize stakeholders, 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 setup.
- 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 manage 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.
- Negotiate and provide a 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

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, i.e., the 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, and 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.
- The proposal should show how the supplier intends to leverage existing experience and resources to implement the project and can propose any additional or alternative services to support current requirements cost-effectively.
- The proposal should include all pricing information with a detailed budget in USD, EUR, or FCFA including 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 the 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 recommended mitigation actions.
- The supplier shall demonstrate the capacity to deliver onsite with a local team based in Abidjan. The core services items must be quantified and listed in the financial proposal, considering the respective unit and total prices in USD, EUR, or FCFA.
- The supplier must show how the event is self-financing (payment of expenses covered by income from the event).
- The supplier must have a representative or correspondent based in Abidjan.

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

6. 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:

- Proven experience of organizing, running and hosting successful events of a comparable nature, preferably in Côte d'Ivoire.
- 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 in the three ECOWAS languages (English, French and Portuguese).

7. Evaluation Criteria

Proposals will be evaluated based on:

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

8. Implementation Responsibilities

Upon the start of the services:

- The contractor shall build a strong partnership and work in close cooperation with the ESEF2024 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 ESEF2024 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.

9. 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 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 the 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.

ECREEE reserves the right not to respond to this Request for Proposals.



10. Submission of Proposals

- Technical Proposal and ESEF 2024 Financial Resource Mobilization Strategy (sponsorships/private sector funding, exhibition, and registration fees), and proposed revenue-sharing model to cover the contractor's fees and overhead costs. The Technical Proposal, and ESEF 2024 Financial Resource Mobilization Strategy should be submitted separately (different files).
- Proposals should be submitted by e-mail ONLY to: esef_organiser@ecreee.org, clearly indicating in the subject line "**9th ECOWAS Sustainable Energy Forum - ESEF2024**"
- The deadline for the submission of proposals is fixed to **24 April 2024, at 23:59, Cabo Verde local time (00:59 GMT)**;
- Your proposal must not be submitted in ZIP format;
- Further information/clarifications can be obtained from the following e-mail addresses: helayo@ecreee.org and adeoliveira@ecreee.org. **Please do not copy these e-mail addresses when submitting your proposal. If you do, your application will be disqualified.**