

## ANNEX II



### Terms of Reference

#### Company to organise events and PR activities for The 4th TICA Connect: Five Decades of Thailand and UNFPA partnership: Advancing towards Sustainable Development Goals (SDGs)

**Deliverable Timeframe: 18 July – 24 August 2018**

---

#### **Background:**

The United Nations Population Fund (UNFPA) has worked in Thailand since 1971. In 1972, UNFPA and the Royal Thai Government (RTG) started the collaboration under South-South Cooperation. The cooperation has addressed Thailand's support to other developing countries in achieving the SDGs focusing on sharing its expertise and success in maternal health, family planning, sexual and reproductive health (SRH) and other population and development related policies. Along the past decades, the cooperation has demonstrated a number of the prominent result supporting the sustainable development as intended by Thailand to exercise the South-South cooperation as a pathway for the economic and technical advancement in the region. In the next decades, UNFPA and Thailand see that the structural investments in South-South cooperation will lay a good basis for expansion and sustainability of initiatives between Thai institutes and foreign counterparts. In this light, the 4<sup>th</sup> TICA Connect is the platform to celebrate the successful cooperation in the past decades and to explore the new areas of cooperation and partnership in the decades to come.

#### **Objective**

1. Celebrate the 47 years and the future direction of the Thailand-UNFPA partnership and south-south cooperation in population & development
2. Showcase Thailand's best practices in its cooperation for social development
3. Host the MoU signing ceremony of the South-South Solution Network of Thai Institutions for Making Motherhood Safer

#### **Scope and Timeframe of work:**

Under the direction of UNFPA Thailand Communication Specialist and technical consultation with UNFPA Thailand team, the service provider will:

#### **1. Pre-event (approx. 3.5 weeks, 18 July – 10 August):**

##### **1.1. Prepare two main events under TICA Connect:**

- A. **The 4th TICA Connect**, Thursday 16 August 2018, 13.00 – 15.30 hr, Vithes Samosorn Hall, ground floor, Ministry of Foreign Affairs, Sri Ayudhya Road, Bangkok. *The event is run in English language.*
  - a) Design and produce exhibition & communications materials (around 12 big display panels on cooperation and good practice, 1 video for the event opening ceremony, 1 event backdrop, 1 stage backdrop, approx. 300 information kits for participants and 40 press kits)
  - b) Design the display of the exhibition materials to be located in the main exhibition hall with the state of the art
  - c) Coordinate with the participating exhibitors (approximately 10 exhibitors)
  - d) Propose the list of the media to be invited
  - e) Prepare the event sequence and MC script in English
  - f) Explore the quality English-Thai simultaneous translation service for approximately 50 non-English speaking participants

## ANNEX II

- g) Explore the quality photo and video recording service
- h) Facilitate the invitation to 20 youth participants who need the logistics provision of transport (400 THB/ person)

**B. Group discussion on 'Exploring the Partnership for Thailand's Human Capital'**, Wednesday, 15 August, 10.00 – 12.00 hr., at Siam Innovation District, Siam Square, <https://siaminnovationdistrict.com/> (Venue is free of charge). *The event is run in Thai language.*

- a) Based on the technical input from UNFPA Thailand, design and produce communications materials (1 event backdrop, approx. 30 information kits for participants)
- b) Invite the key speakers and the facilitator of the seminar. Names are to be provided by UNFPA and its partners
- c) Invite the discussion participants in the multi-sectors—government, private, CSO, youth, academic and media. Names are to be provided by UNFPA and its partners and suggested by the event organizer
- d) Prepare the catering service (finger food & beverage)
- e) Propose the list of the media to be invited
- f) Prepare the event sequence and MC script in English
- g) Explore the quality Thai-English simultaneous translation service for approximately 5 foreign participants
- h) Explore the quality photo and video recording service

### 2. During event (1 week, 13 – 17 August):

2.1. **Deliver the organization** of two main events under TICA Connect:

**A. The 4th TICA Connect**, Thursday 16 August 2018, 13.00 – 15.30 hr, Vithes Samosorn Hall, ground floor, Ministry of Foreign Affairs, Sri Ayudhya Road, Bangkok

- a) Install the exhibition materials in the main exhibition hall with the state of the art (around 12 big display panels on cooperation and good practice, 1 video for the event opening ceremony, 1 event backdrop and 1 stage backdrop). The access to the hall is expected in the morning of Thursday 16 August 2018. The survey of the venue is possible once the service provider is officially procured.
- b) Distribute the communications materials (approx. 300 information kits for participants and 40 press kits)
- c) Arrange and manage the exhibition area in front of the hall for the participating exhibitors (approximately 10 exhibitors)
- d) Secure media invitation and guarantee 15 media coverage of the event
- e) Manage the event sequence including showing the presentations, queues on the stage and providing the MC script in English
- i) Provide the quality photo and video recording service
- f) Provide the quality English-Thai simultaneous translation service for approximately 50 non-English speaking participants

**B. Group discussion on 'Exploring the Partnership for Thailand's Human Capital'**, Wednesday, 15 August, 10.00 – 12.00 hr., at Siam Innovation District, Siam Square, <https://siaminnovationdistrict.com/> (Venue is free of charge). *The event is run in Thai language.*

- a) Set up the event backdrop
- b) Ensure the attendance of the key speakers and the facilitator of the seminar in a timely manner
- c) Ensure the attendance of the seminar participants in the multi-sectors—government, private, CSO, youth, academic and media in a timely manner
- d) Ensure the catering service for 30 participants
- e) Secure media invitation and guarantee 10 media coverage of the event

## ANNEX II

- f) Manage the sequence of the discussion and provide the MC script
- g) Distribute the communications materials (approx. 30 information kits for participants)
- h) Provide the quality photo and video recording service
- i) Provide the quality Thai-English simultaneous translation service for approximately 5 foreign participants

### 3. Post-event (1 week, 20 – 24 August):

#### 3.1. Report and conclude the organization of the two main events under TICA Connect:

- A. **The 4th TICA Connect**, Thursday 16 August 2018, after the event, Vithes Samosorn Hall, ground floor, Ministry of Foreign Affairs, Sri Ayudhya Road, Bangkok
  - a) Dismantle and deliver the exhibition materials from the main exhibition hall to the UNFPA Thailand office.
  - b) Deliver 10 selected photos of each official activity of the event and two sets of video footages. The first video footage is the record of the event; the second highlights the event to be shared on the social media (Facebook & Twitter).
  - c) Submit the list of the attended youth participants and cost relevant in supporting their attendance
  - d) Submit news clipping of the event
  
- B. **Group discussion on ‘Exploring the Partnership for Thailand’s Human Capital’**, Wednesday, 15 August, 10.00 – 12.00 hr., at Siam Innovation District, Siam Square, <https://siaminnovationdistrict.com/> (Venue is free of charge). *The event is run in Thai language.*
  - a) Submit the original and typed-up list of the attendants containing their detail of name, title, organization, email and telephone number
  - b) Deliver 10 selected photos of each official activity of the event and two sets of video footages. The first video footage is the record of the event; the second highlights the event to be shared on the social media (Facebook & Twitter).
  - c) Submit news clipping of the event

#### Deliverables:

Deliverables	Indicative date (approximately)
1. Clear and concise <b>action plan</b> in organizing event in English. The plan must cover all the tasks listed in the scope of work	<b>5 working days</b> after winning the contract
2. Secure the <b>venue</b> of the seminar & networking lunch (list of the hotels under the long-term agreement with the UN is to be provided)	<b>5 working days</b> after winning the contract
3. Submit the <b>design and the planned display</b> of the exhibition & communications materials	<b>5 working days</b> after receiving content from UNFPA
4. Propose <b>list of the media</b> to be invited	<b>5 working days</b> after submitting the action plan
5. Propose <b>the profile of the simultaneous translation, photographer and video recording services</b>	<b>5 working days</b> after submitting the action plan
6. Submit the event sequence and MC script	<b>By Wednesday 25 July</b>
7. Send out media invitation	<b>By Wednesday 25 July</b>

## ANNEX II

8. Secure confirmation of attendance from media and seminar participants	<b>30 July – 9 August</b>
9. <b>Produce</b> the exhibition & communications materials including a video for the opening of the event	<b>By Wednesday 8 August</b>
10. <b>Organization</b> of the event	<b>15 and 16 August</b>
11. <b>Guaranteed media attendance</b> at the events and submit <b>guaranteed media coverage</b> – 15 from TICA Connect and 10 from the group discussion	Pre, during and post events
12. <b>Photos</b> of the events as indicated under 3.1, b)	<b>1 working days</b> after the event
13. <b>Videos</b> of the events as indicated under 3.1, b)	<b>4 working days</b> after the event
14. Submit <b>news clipping</b> of all media coverage from the events.	<b>4 working days</b> after the event

**Note:** The company submitting the quotations must be available to present the technical quotation to UNFPA and TICA on Wednesday 11 July 2018 at UNFPA Thailand office, 12th Floor, Wing B, Rajdamnern Nok Avenue, Bangkok, 10200. UNFPA Thailand will confirm the time of presentation on 10 July 2018.

### **Budget:**

Approximately THB 416,000.- including all service fees and cost relevant to the event including venue (for seminar), production of the exhibition and communication materials and providing transportation for youth participants.

### **Qualifications:**

1. Three to five years with proven records on in organizing events for well-known international organizations working for social development or international relations and business matching. Previous experience in working for UN agencies and in maximizing its multi-sectoral network will be an advantage.
2. Be able to present plans, work and summary in both English and Thai.
3. Proven record to guarantee minimum media coverage on the content of the event on well-known media—printed, broadcast and online
4. Listen to the needs and voices of the UNFPA Thailand team and TICA in organizing the events
5. Keen in social issues in Thai context

### **Components of quotations:**

Service providers are requested to provide the company profile and portfolio which are relevant to the work required in this Term of Reference; the concise concept paper, work plan and fees. Note that the price quotation shall be attached by details break-down costs.

### **Terms of payment**

The contracted service provider will be paid in two installations upon receiving the following deliverables:

Payment	Deliverables
First installation (30%):	<ol style="list-style-type: none"> <li>1. Clear and concise <b>action plan</b> in both English and Thai languages</li> <li>2. <b>Pre-event tasks</b></li> </ol>

## ANNEX II

Second installation (70%):	3. <b>Completion of event organisation and submission of the post event materials and the 15 guaranteed media coverage</b> for TICA Connect and <b>10 coverage</b> for the group discussion on well-known media—national newspaper, national broadcast and national web portals.