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Terms of Reference

Company to produce visibility materials and manage UNFPA Thailand exhibitions 17 October – 15 December 2018

Background:

The United Nations Population Fund (UNFPA) has cooperated with Thailand in population and development issues since 1971. All through 47 years, the UNFPA's close cooperation with government partners, civil society organizations, the private sector and other UN agencies has showcased many successes in maternal health, family planning, sexual and reproductive health (SRH) and other population and development related issues. Thailand, now with the aspiration to come out of the middle-income trap, is facing the demographic challenges—the adolescent pregnancy, low fertility and the population ageing amidst the ageing society. UNFPA, working from a strong human-rights perspective, is committed to emerging population priorities including protecting the rights of girls and women, ensuring young people's access to the youth-friendly sexual and reproductive health services and reducing the adolescent pregnancies. UNFPA also promotes the inclusion of population dynamics in national development planning.

In partnership with private partners who are committed to Goal 3 and 5 of the Sustainable Development Goals, UNFPA is to present the population and development achievements and emerging population challenges in several platforms provided by our partners. In this regards, key visibilities that underline those values UNFPA has contributed to Thailand to overcome middle income trap challenges are needed.

Objectives

1. To promote and raise the public visibility of UNFPA Thailand as the close partner with Thailand advocating on (i) adolescent sexual reproductive health and rights, (ii) an intergeneration society, (iii) Thailand's expertise in safe motherhood and population and development, and (iv) empowerment of girls and women.
2. To increase public supports as the enabling environment in reducing the adolescent pregnancy and empowering young people amidst the ageing society.
3. To explore or kick-start resource mobilizing events in partnership with potential donors and partners across sectors — social influencers, private sectors and CSOs.

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Information about the three planned exhibitions

Date	Venue	Dimension	Theme (s)
Exhibition 1: 26 Oct – 4 Nov UNFPA exhibition booth	Bann Lae Suan Fair, IMPACT Exhibition and Convention Center, Banmai Sub-district, Pakkred District, Nonthaburi	Booth space: 3 x3 m ²	(i) an intergeneration society (ii) adolescent sexual reproductive health and rights
Exhibition 2: 29 – 30 Nov South-South Solution Network meeting	The Amari Watergate Bangkok, xx room, 7 th fl., Ratchathevi, Bangkok	Exhibition space: In the meeting room & coffee break area	(iii) Thailand's expertise in safe motherhood and population and development
Exhibition 3: One day (within 1-15 Dec, date to be confirmed)	tbc	tbc	(iv) empowerment of girls and young women, an active social and economic contributors for future Thailand

Specific Requirements:

Under the guidance and supervision of UNFPA National Programme Officer and consultation with UNFPA Thailand team, the service provider will:

Before the exhibitions: Design the flow and arrangement of the exhibitions.

1. Develop and produce all REUSABLE printed and/or digital exhibition materials such as roll-up, brochure, backdrop, photo prints & stands and short VDO clips with details as follows:

Date	Theme (s)	Dimension	Desired materials & activities
Exhibition 1: 26 Oct – 4 Nov UNFPA exhibition booth	(i) adolescent sexual reproductive health and rights, (ii) an intergeneration society	Booth space: 3 x3 m ²	<ul style="list-style-type: none"> • Exhibition roll-ups; print photos; brochures; short VDO clips • Engagement activities • Photo taking and video recording to share highlight activities on UNFPA's social media platforms
Exhibition 2: 29 – 30 Nov South-South Solution Network meeting	(iii) Thailand's expertise in safe motherhood and population and development	Exhibition space: In the meeting room & coffee break area	Photo prints & stands or exhibits
Exhibition 3: One day (within 1-15 Dec, date to be confirmed)	(iv) empowerment of girls and women	Exhibition space: public foyer	Exhibition roll-ups; print photos; brochures; short VDO clips

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2. For exhibition 1, develop and prepare the **engagement activities with the exhibition audience** to raise awareness of the designated themes. The engagement activities should link with the exhibition audience both on-ground and online, for example, filming and sharing their interaction on the UNFPA social media platforms (Facebook: UNFPATHailand & Twitter: UNFPA_Thailand).
3. Install the exhibition displays including the necessary accessories like lighting, electronic wires, exhibition stands and chairs.

On the exhibition dates:

1. Set up the exhibition and auxiliary materials at the UNFPA exhibition booth or area as agreed.
2. For Exhibition 1, provide three staff (1 supervisor, and 2 assistants) at the UNFPA exhibition booth to engage with the exhibition audience to raise awareness of the designated themes. The engagement activities should link with the exhibition audience both on-ground and online, for example, filming and sharing their interaction on the UNFPA social media platforms (Facebook: UNFPATHailand & Twitter: UNFPA_Thailand). Note: Prior to the exhibition, the staff must be trained with UNFPA on the themes for the approximate 1-2 days.
3. Take photos and, for exhibition 1, produce highlight video footages of the engagement activities at the exhibition booth.
4. Record the number of visitors

Post-exhibitions:

1. Dismantle and deliver the exhibition materials from the main exhibition venues to UNFPA Thailand office.
2. Submit all digital files of the exhibition materials to UNFPA. UNFPA owns the copyright of the files and all digital and exhibit materials are the property of UNFPA.
3. Deliver photos of the exhibitions, the audience, the video footages of the audience engagement and highlight videos of the engagement. These visuals are to be shared on the social media (Facebook & Twitter).
4. Submit the number of the booth/exhibition visitors, and the list of the interest donors

Deliverables:

Deliverables	Indicative date (approximately)
1. Clear and concise action plan and timeline in organizing event in English. The plan must cover all the tasks listed in the specific requirements	5 working days after winning the contract
2. Submit the design and the planned display of the exhibition, the interactive digital media and other communications materials, and prospect lists of media to promote this event	10 working days after receiving content from UNFPA
3. All exhibition & communications materials are completed and ready for display	By 22 October 2018
4. Organization of the event	26 October-4 November 2018

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5. Photos of the events	2 working days after the event
6. Videos of the events and other digital files of all exhibition materials	4 working days after the event
7. Submit news clipping of all media coverage from the events.	4 working days after the event

Criteria for selection:

The combination score of technical score and the financial score will be used. The service provider who obtained the highest score will be awarded the contract.

The evaluation criteria are as below:

Technical proposal	Weight points Maximum points = 100 points
<ul style="list-style-type: none"> • Proven record in organizing events for well-known international organizations working for social development or international relations and business matching • Clear and concise action plan in organizing events • Proven record to guarantee minimum media coverage on the content of the event on well-known media—printed, broadcast and online • Company profile with multi-sectoral network and proven capacity to deliver the services in both English and Thai. 	<p>40 points</p> <p>20 points</p> <p>25 points</p> <p>15 points</p>
Financial proposal	Weight points Maximum points = 100 points
<ul style="list-style-type: none"> • Reasonable price 	100 points

Budget:

Approximately 15,000-20,000 USD including all service fees and cost relevant to the event, production of the exhibition and communication materials, booth staffing and transportation cost to deliver all exhibition materials to UNFPA Thailand Office.

Qualifications:

1. At least five years with proven records on in producing and designing exhibition materials and booth engagement activities 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. Listen to the needs and voices of the UNFPA Thailand team in organizing the events
4. Understand social issues in Thai society

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Components of quotation:

Service providers are requested to provide the company profile, portfolio of the previous work in producing corporate videos, clear and concise concept paper, work plan and fees.

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">1. Clear and concise action plan in both English and Thai languages2. Pre-event tasks
Second installation (70%):	<ol style="list-style-type: none">3. Completion of event organisation and submission of the post event materials and 15 guaranteed media coverage on well-known media—national newspaper, national broadcast and national web portals.