



CALL FOR BIDS

The African Green Revolution Forum (AGRF) focuses on bringing together African leaders, policy makers, development specialists, scientists, and representatives of agribusinesses and farmers' organizations to discuss feeding Africa through the potential wealth of its own agricultural land. The discussions are mainly centered on promoting investments, public – private opportunities and policy support for driving agricultural productivity and income growth for African farmers in an environmentally sustainable way. This years' forum will be held from the 27th – 28th September 2012 in Arusha, Tanzania.

AGRF secretariat invites expressions of interest from suitably qualified firms who would be willing to enter into a contract to provide one or more of the following services;

| NO | BID NAME | SPECIFICATION |
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| 1 | Executive Production and Project Management of the Forum | <p>Programmatic responsibilities In close cooperation with the AGRF Secretariat, co-ordinate delivery of the programme and event experience; Coordinate execution of tasks developed by various sub-committees and ensure the committees are functioning efficiently. Coordinate the development and timely implementation of the 2012 AGRF itemized work-plans; Coordinate service providers and teams to deliver a consistent and cohesive event and experience; Co-ordinate with technical sub-committee the development of forum theme/s, content and delivery format (e.g. panels, etc.); In conjunction with the technical sub-committee, develop pre, during and post-conference event goals, reporting/ documentation and evaluation plans; Develop and implement an integrated event script;</p> <p>AGRF Brand Development Develop a Global African inspired AGRF Brand Positioning (expressed in summary tagline) that captures the essence of the AGRF partnership vision and values; Provide the forum with Business Communication support; Coordinate Marketing Communications plan for AGRF; Create appropriate AGRF Brand Experience; Create AGRF Recognition Awards Branding; Produce AGRF Marketing Collaterals, AGRF Delegate's and Speaker Collateral, AGRF Press Pack Branding, AGRF Registration Branding; Ensure appropriate Audio Visual equipment is procured for the AGRF</p> <p>Speakers & Facilitator Management Support and follow up on speaker and facilitators, invitations and confirmations; Develop speaker and facilitator contracts; Develop Speaker and Facilitator Briefs (Prior & On-Site); Co-ordinate Speaker and Facilitator Profiles & Pictures; Co-ordinate Speaker and Facilitator Travel, Accommodation and Transfers; Arrange Speaker and Facilitator Protocol (where applicable).</p> <p>Budgetary responsibilities Managing budgetary expectations of all service providers in line with the amounts allocated by the AGRF Secretariat and the Finance Committee</p> |

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| | | <p>Communication responsibilities Coordinate, facilitate and implement integrated AGRF marketing and communications plan.</p> |
| | | <p>AGRF Awards Conceptualize the AGRF Recognition Awards and in partnership with the YARA Communications Team organize the AGRF of Prize Giving Ceremony</p> |
| | | <p>Liaison Responsibilities Support the AGRF Secretariat in co-ordinating government and stakeholder (governments, investors, partners, beneficiaries and influencers) relations; Oversee and coordinate sponsorships and partnerships.</p> |
| | | <p>Administrative Responsibilities Provide input to Secretariat's development of Service Level Agreements (SLA's) and all related insurances and assurances (public liability, etc.);</p> |
| 2. | Communications management for the AGRF | <p>Develop the AGRF Communications strategy and messaging plan; Coordinate conceptualisation and development of AGRF communication material; Update and manage AGRF website (structure, content, maintenance and hosting); Develop and implement the social media strategy (e.g. twitter, facebook, linked-in, etc.) Coordinate speech writing/ talking points for key AGRF speakers. Coordinate development and implementation of media relations strategy for event including production of media products e.g. media briefing packs, development of media database etc Coordinate media accreditation and communication dissemination prior to the conference; Ensure effective engagement of local and international media including organizing press briefings, pre-conference media round-tables/ tours etc. Prior to the conference coordinate media capacity building events (workshops, briefings etc) – defining venues, agenda, attendees, facilitators etc; Develop materials to communicate the AGRF message and engage with stakeholders - press releases, fact sheets, A/V's etc; Edit FORUM publications including the Agenda/Programme, FORUM Report, AGRF Prize/Awards Programme & Citations etc Undertake media monitoring and evaluation; Coordinate documentation of the event and production of the final report.</p> |
| 3 | Event & Delegates Management | <p>Audience Management Coordinate development of comprehensive AGRF delegates database Co-ordinate invitations of delegates Co-ordinate RSVP's (invitations and aide memoirs); Co-ordinate delegates registrations, payment and queries; Coordinate delegates reception/welcome; Co-ordinate setting up of press and media Conference facilities; Coordinate delegates participation in opening cocktail, opening and closing ceremonies and general forum.</p> <p>Venue Set-up & Exhibition Management Coordinate set construction, venue set-Up (tables, chairs, podium, microphone, technical, props, etc.); Coordinate Speaker Registration; Media Registration; and Delegates Registration; Set-up venues for various AGRF events i.e. Main conference facility, Break-Away rooms, Media Centre, press briefing room, speakers briefing rooms, VIP & Protocol rooms, Reception area, Conference Catering area, Registration/Queries area, Storage area, AGRF Offices and other meeting rooms;</p> |

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| | | Coordinate Opening Cocktail set up; Coordinate Gala Dinner set up. Coordinate design & construction of exhibition stands and carry out exhibitor recruitment/ sales of stands and produce final report on exhibitions. Ensure the venue (and especially the bathrooms) is clean and managed to the client's expectations. |
| | | Protocol and Security Management Coordinate protocol and security arrangements for all stakeholders and assets. |
| | | Entertainment Management Conceptualization and co-ordination of Entertainment Plan, where required i.e. during Pre-Forum, On-Forum, Post-Forum |
| | | Catering Management Co-ordinate menus appropriate for various stakeholder needs and functions (e.g. religious, health, etc.) |
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| 4 | Travel & Accommodation Management | Travel & Hotel Management Secure accommodation for all participants Secure suppliers, and negotiate rates for various AGRF staff, delegates and stakeholder needs i.e. air transportation, road transportation and transfers from the airports and from hotels to the venue etc. |
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| 5 | Technical & on- site resources support | Provide appropriate technical equipment i.e. Stage, Lighting, Audio Visual equipment, Microphones, Screens etc.; Secure on-site resources to facilitate event management and communications i.e. Telephony, Internet/WIFI, Printing services etc. |
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| 6. | Photography and Videography | Photographic record of the AGRF proceedings and related events; Coordinate filming and production of a video on the AGRF proceedings and related events in DVD format. |
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| 7. | Translation services and equipment | Procure, supply and/or coordinate the availability and supply of appropriate translation equipment and resources. |

Bidding will be competitive and open to all eligible bidders that meet the following criteria;

- I. Vendors profile (legal status, list of names and CVs of key personnel to be involved in implementation of the project).
- II. Certified copies of Certificate of Incorporation, a valid Tax compliance certificate, PIN and VAT registration.
- III. Current trading licence and permits.
- IV. Letters of recommendation and proven experience in implementing similar projects carried out for the last three (3) years for large and reputable organizations.
- V. Bids should be submitted in plain sealed envelopes marked "AGRF 2012" and mailed to or deposited in the tender box situated at;

Alliance for a Green Revolution in Africa
Eden Square, Block 1, 5th Floor, Greenway Lane
P. O. Box 66773
00800 Westlands,
Nairobi - Kenya

Or email bid to agrfbid@agra-alliance.org before Close of Business 2nd March, 2012.