



## Terms of Reference (TORs) for Event Management and Logistical Services during TI-Kenya's Integrity Walk 2024

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**REFERENCE NUMBER:** TIK/ IRW/001

**ASSIGNMENT:** Event Management Services during TI-Kenya's Integrity Walk 2024

**DURATION:** 70 Days

**LOCATION:** Nairobi

**POSTING DATE:** 22<sup>nd</sup> April 2024

**DEADLINE FOR SUBMISSION:** 25<sup>th</sup> April 2024

### Background

Transparency International–Kenya (TI-Kenya) is a not-for-profit organization founded in 1999 in Kenya with the aim of developing a transparent and corruption free society through good governance and social justice initiatives. TI-Kenya is one of the autonomous chapters of the global Transparency International movement that are all bound by a common vision of a world in which government, business, civil society and the daily lives of people are free of corruption.

TI-Kenya is organizing an Integrity Walk 2024 dubbed “**Standing Up for Integrity**”, which will offer an opportunity for active citizens to stand and demand accountability from the political leadership. The need to nurture responsible leadership at all levels of governance continues to be a very important endeavour to which the voice of citizens and other responsible actors needs to be demonstrated. As such, TI-Kenya is seeking to engage the services of a consultant or consultancy firm to support in organizing the event as per the scope of services and deliverables below.

## Objective of the Service / Work

The overall objective of the assignment is to engage the services of a qualified event manager and or firm to design and initiate a fundraising campaign with the aim of engaging and attracting potential private and public resources through the Integrity Walk Mechanism to support resource mobilisation for TI-Kenya’s advocacy efforts.

We are therefore looking for ambitious, uplifting, innovative and engaging ideas that will appeal to both government agencies/state corporations – at national and county levels, private sector, and civil society organizations (CSO’s).

The cause should celebrate existing partnership frameworks while influencing or lobbying for new collaborations on building the future of “A Corruption Free Society”.

## Specific Objectives

- Preparation and Event Management of the Integrity Walk 2024 Event
- Fundraising Strategy for the Integrity Walk 2024
- Marketing and Communication Strategy for the Integrity Walk 2024

## Key Elements

- The successful event consultant/firm will handle the preparation and management of all logistical issues and arrangements related to hosting a successful and professional Integrity Walk 2024.
- The theme should be around “**Standing Up for Integrity**”, unifying all public and private, national, and international stakeholders behind policy measures, so everyone plays their part in the recovery and building the path towards a resilient and sustainable society free of corruption.
- The tone should be emotive, positive, convincing/influential, and celebratory.
- The call to action should be innovative, contextualised, concise, consistent, timely and visibly applied to meet the objectives of the campaign.
- The campaign shall use storytelling to deliver the campaign messaging centered on impact driven, evidence-based and people-centered approach.

- Working closely with TI-Kenya, the Consultant will liaise with identified service providers for the provision of equipment and other services related to the conduct of the campaign.

## Scope

The event manager/agency is expected to:

- Design the branding of the Integrity Walk 2024 Financing Mechanism with a strong look/feel/identity and the guidelines for content assets.
- Design and launch a dedicated website (min 2 pages) in consultation with TI-Kenya.
- Articulate and implement the awareness campaign framework (vision, mission, objectives, audiences, resources, partnerships) and strategy.
- In tandem with the awareness campaign, design and initiate a fundraising campaign with the aim of engaging and attracting potential private and public resources through the Integrity Walk 2024 Financing Mechanism, including:
  - ✓ Undertake and keep continuous analysis of sponsorship funding streams and priorities in order to formulate a sponsorship pipeline and strategically target donors and partners for engagement.
  - ✓ Monitor the fundraising/awareness campaign across digital and mainstream media channels in order to acquire new one-off and pledge donors, investors and drive income.
- Organise lobbying and fundraiser events targeting the public and private sector: philanthropy, corporate sponsors, diaspora.
- The event manager/ firm will be in charge of the production of content and dissemination, and other related activities around the campaigns and key events related to the Integrity Walk 2024, as mentioned in the deliverables (see page 3).

## Detailed Specifications for the Integrity Walk/Run Activities

### a) Integrity Walk Event Management

- Review the Event proposal to recommend improvements on topics, articulation of the same and format of the event;
- Prepare regular reports/updates, throughout the planning period and share these with TI-Kenya;
- Prepare Event programme scenarios, including walking times for review, revisions and approval by TI-Kenya;

- Source and provide list/quotations of qualified vendors, who will be reviewed and selected by TI-Kenya for the provision of various services in the event including; sound, stage, generator, Dj, MC, tents and chairs, emergency medical services, security and other services that will be agreed
- Ensure that all contacts, and actions taken with suppliers are noted and communicated to TI-Kenya for approval
- Advise and organise obtaining of licences and securing of venue

**b) Participants' Mobilisation and Management**

- The consultant shall come up with creative marketing ideas for mobilisation/recruitment of participants to the walk. (*Note: TI-Kenya will agree with the event manager on the number of participants and fundraising targeted amount accumulating from participants' registration fees and sponsorships*)
- Ensure the involvement of all event partners/stakeholders in the finalisation of the invitation lists
- Act as the primary contact with the service providers in confirming event details and relaying information

**c) Event Venue arrangements**

- The consultant shall be in charge of all event venue bookings and liaise with relevant authorities for permits for use of required venues and route stops; this will also require them to organise notifications to the relevant authorities ie Police etc
- Manage Event décor and signage
- Participate in marketing and sales of the event exhibition space and sponsorships
- Design exhibition booths for the exhibitors
- Event venue arrangement and ensure the set-up is arranged according to specifications and ready for the event
- Ensure service maintenance is promptly available as would be required for all equipment/services and facilities in and around the venue

#### **d) Participants Registration and Information Support**

- Mobilisation and onboarding of participants
- Arrange and manage participants' registration
- Prepare and maintain participants register (with relevant contact details)
- Manage a one-stop general information support service for participants
- Design and prepare name tags for all participants, (speakers, media, VIPs, etc )

#### **e) Communication and Public Relations**

- Prepare and set up an information desk arrangement
- Public media advocacy - in liaison with the TI-Kenya Communications team
- Exhibition area - liaise with TI-Kenya Communication team for details
- Liaise with the event venue for space and necessary equipment

#### **f) Other General Logistical Arrangements & Event Management**

- Attend relevant meetings with the service providers involved in the organization of the event to ensure coordination of all event elements;
- Help in the design of the final event program

#### **Expected Outputs/Deliverables**

- Pitching three (3) ideas for the Integrity Walk 2024 Awareness and Fundraising Campaign to TI-Kenya and elaborating the umbrella concept and the work plan in compliance with TI-Kenya communication strategy and social media plan which will ensure the relevance and consistency in all messages.
- Undertake and keep continuous analysis of audience and promotional platforms for targeted outreach.
- Design the marketing and communication strategy for the Integrity Walk 2024 and the guidelines for content assets (templates for online and offline interactions, taglines, hashtags, messaging, visuals, etc);
- Design and launch a dedicated website and produce assets for the web page in consultation with TI-Kenya.

- Create social media platforms (twitter, linkedin, facebook, instagram, youtube) and curate content for the digital and mainstream media channels e.g. about the initiative, archival footage, relevant data, upcoming events, etc.
- Guided by TI-Kenya’s message and editorial standards, identifying regional and global social influencers who would be a good brand match for TI-Kenya possibly drawing on Anti-Corruption Goodwill Ambassadors.
- Creating visual and outreach materials conveying the key messages of the campaign, including at least: video footage; a 1-minute animated announcement video to launch the campaign; a 3-4 minute video summarising the cause with narration, animation, subtitling, music, interview footage; infographics, GIFs, web banners, event flyers, quote cards, publications, roll up banner design, 1- page brochure, PowerPoint presentation etc.
- Elaborate on the needed materials and provide support for the Integrity Walk 2024 launch: invitations, PowerPoint presentations, elaborating communication materials for the event and following the event (social media cards/GIFs, press release, instructional content, flyers, interviews, twits, posts).
- Design and implement the work plan/time table for the entire event
- Design and initiate the fundraising communication campaign strategy, including:
  - ✓ Undertake and keep continuous analysis of donor funding streams and priorities to formulate a sponsorship pipeline and strategically target donors and partners for engagement.
  - ✓ Distribute tailored materials through key channels.
  - ✓ Monitor the fundraising/awareness campaign across digital and mainstream media channels in order to acquire new one-off and pledge donors, investors and drive income.
  - ✓ Organize at least one lobbying and fundraiser event targeting the public and private sector: philanthropy, corporate donors, diaspora.
- Submit a narrative report containing an analysis of the performance of the Integrity Walk 2024 with metrics on key indicators and recommendations for sustaining future campaigns.

## Eligibility Criteria – Professional Skills and Experience

- Team Leader must possess at least a master’s degree in Marketing, Events Management, Communication or related field experience
- At least 12 years of demonstrated practical experience in design, conceptualisation and implementation of event management and fundraising campaigns
- Eligible consultant/firm must have team members who hold professional training in public relations and marketing, communications and mass media, graphic design and film production, public and development policy or awards in the related fields
- Should belong to a professional membership body i.e. Events Managers Association of Kenya or Marketing Society of Kenya
- Demonstrated extensive experience in managing and producing fundraising campaigns including fundraising Walks/Runs as well as event management crews
- Previous work experience and demonstrated contacts with the private sector, development partners, international organisations, government and media
- High grasp in the development of content targeting multiple audiences
- Proof of experience is to be provided with the bid application as portfolio, examples and samples of previous work done
- Understanding of Kenya’s governance and anti-corruption advocacy context and priorities, as well as sponsorship priorities

## Competencies

- Ability to provide general leadership and direction to the communications strategy, structure and practice;
- Excellent management and resource allocation skills in relation to the consultancy
- Strong organizational skills, facilitating and encouraging open communication
- Organisational awareness: Demonstrate corporate knowledge and sound judgement
- Strong team and ability to work well under pressure
- Proficiency in both English and Kiswahili

## **Methodology / Approach of The Service (Work)**

The Service provider is expected to closely coordinate the conceptualisation of ideas and decisions at every step of the process with TI-Kenya.

## **Contract Duration:**

- 70 Days

## **Assurance of Confidentiality**

All deliberations relating to this work, including all information collected from various meetings/documents, shall be kept confidential and shall not be divulged to any third party either verbally or in writing or in any other form.

## **Logistics and Procedures**

Transparency International Kenya will be responsible for paying the event organizer all costs for the event management function and directly pay all other service providers.

## **Complaints Process**

This call for Expression of Interest does not constitute a solicitation and TI-Kenya reserves the right to change or cancel the requirement at any time during the EOI process. TI-Kenya also reserves the right to require compliance with additional conditions as and when issuing the final solicitation documents. Submitting a reply to a call for EOI does not automatically guarantee receipt of the solicitation documents when issued. Invitations to bid or requests for proposals will be issued in accordance with TI-Kenya rules and procedures. Any grievances and or complaints arising from the evaluation process and final tender award can be addressed, in writing, to the Executive Director and the TI-Kenya Tender Complaints Committee.

## **Application Procedure**

If you meet the above requirements, kindly send your portfolio (including your company profile, business registration, CV of the main event organizer and references who must be previous clients) to [procurement@tikenya.org](mailto:procurement@tikenya.org) by close of business on 25<sup>th</sup> April 2024. Applications will be reviewed on a rolling basis.