Appendix I: Terms of Reference (ToR)
for
Two Events (national and International) for highlighting and creating presence to the wider audience by sharing the accomplishments, challenges, and best strategies of JANO project funded by the European Union

1. Purpose of the Terms of Reference:

The purpose of the terms of reference is to contract a renowned firm/event management agency to organize and manage two high level events:

A. **Three days long international workshop at Rangpur.** The workshop will showcase the overall achievement and best practices of the JANO project in an interactive as well as smart way in terms of the different interventions at the field level to strengthen the nutrition governance of Bangladesh. The workshop is intended to share JANO's initiative on Adolescent/School Nutrition, ICT4Nutrition interventions, Nutritional Status Improvement, Public Private Partnerships for Nutritional Development, Women Empowerment, and Contribution in Nutritional Aspects.

B. **One national level event of JANO exit program at a prominent venue of the Capital city Dhaka.** The purpose of this closing event is to highlight the incredible models, approaches and interventions that are being used in the field. To convey thanks and gratitude through this event to the internal and external stakeholders. Alongside this, a variety of stakeholders engaging in best practices in creating impact and opportunities around the most significant interventions will be discussed and documented at this national level.

JANO has incredible models, approaches and interventions that are being used in the field. Additionally, to have a greater impact and provide more possibilities for the most vulnerable individuals, these intervention models and best practices must be shared with a larger and wider audience. Through increased access to best practices that can be replicated in more places, these international and national events will greatly benefit community members at the national/international level. Selected vendor/event management firm will coordinate with **BNNC[1] (Bangladesh National Nutrition Council) and FPMU[2] (The Food Planning and Monitoring Unit of the Ministry of Food)** to success the event and CARE Bangladesh will provide support to accomplish these events successfully.

2. Background:

CARE is one of the world's largest international humanitarian organizations, committed to helping families in poor communities improve their lives and alleviate poverty. Founded in 1945, CARE is working across 111 countries to fight global poverty and marginalization. CARE has been active in Bangladesh since 1949 with Bangladesh being one of the largest country offices of CARE.

[1] http://bnnc.gov.bd/
[2] https://fpmu.gov.bd/agridrupal/node/2327

Brief about JANO:

Joint Action for Nutrition Outcomes (JANO) is a five-year project, funded by the European Union (EU), with co-funding from the Austrian Development Agency (ADA) and being implemented by CARE, Plan International and ESDO, which started its operations from September 2018. JANO is replicating proven best practices and taking initiatives to scale innovative local governance models for better nutrition. The project is working with the Government of Bangladesh (GoB) at the national, regional, and local levels, to support the effective implementation of the National Plan of Action for Nutrition (NPAN).

JANO is being implemented in two districts covering the seven most vulnerable upazilas in Rangpur and Nilphamari: Gangachara, Kaunia, Taraganj, Domar, Jaldhaka, Kishorgonj and Nilphamari Sadar, reaching all 65 unions across these seven upazilas.

Overall Objective: Contribute to ending malnutrition of children under five years of age, together with addressing the nutritional needs of Pregnant and Lactating Women (PLW) and adolescent girls.
Strategic Objective: Improve maternal and child nutrition in Rangpur and Nilphamari districts to achieve this objective, JANO has four Expected Results (ER):

- **ER1:** Women and adolescent girls in communities, through Community Support Groups, are empowered to demand and utilize both nutrition-sensitive and nutrition-specific services.
- **ER2:** Coordinated and resourced sub-national and local government structures recognize, respond to, and are accountable to the demand of poor and marginalized communities.
- **ER3:** Production and access to high value nutritious commodities and services are increased.
- **ER4:** Information and communication technology (ICT) platform is established at local level to connect relevant govt. departments and increase awareness of community people on nutrition interventions.

3. **Objective of the contract:**
   To organize two national and international high-level events
   1. Three days long international workshop at Rangpur. (Capacity of participants 100+ each day)
   2. One national level event of JANO exit program at a prominent venue of the Capital city Dhaka. (Capacity of participants-120+)

- **3 Days International Workshop at Rangpur:** The program will include: an opening event, success and governance pitch sharing through audio visual, different research findings sharing including FNS learning sharing, FBN study sharing etc., brainstorming sessions, group discussions, field visit and reflections sharing following field visits and observations, panel discussions on the opportunities and challenges surrounding 3-4 major best practices, a question-and-answer period with the participating audience and beneficiary reflection, demonstration stalls, a photo gallery featuring the individual interventions, and a closing ceremony.

The three-day session will involve field interventions. Higher level government officials, donors, experts in international development, journalists, business leaders from private sector, FNS partners, practitioners, academics, and journalists will all be present at the workshop.

- **JANO National Level Exit Program (1 Day):** : an opening session, success and governance pitch sharing through audio visual, different impacts and results sharing including FNS learning sharing, Gallery presentation, photo booth, reflections sharing from the stakeholders and thanks giving and closing session.

The one day event will Higher level government officials, donors, experts in international development, journalists, business leaders from private sector, FNS partners, practitioners, academics, and journalist and media.

Expected Results:

- Participants will have an idea about the best practices of the nutrition actions and its impact.
- Participants will come to know about the background of the different best practices and results/impacts.
- Participants will experience how the JANO's works on creating impact and how it is impacting the nutrition governance and in the goal.
- Prospects of the significant interventions in the nutrition governance sector in Bangladesh
- Challenges will be noted down which will help formulating future strategy.
- Advocacy agenda around FNS will be fulfilled.
- Sustainability opportunity of the different interventions will be explored from the workshop.

The program/event plan: (both event)

International Workshop (3 days)	National Exit program (1 Day)

This event will be held at Rangpur – Three Days long event.
• **Inauguration:**
The seminar will begin with a ribbon-cutting ceremony and a welcoming message from the keynote speakers.
• **Demonstration:**
  • **Video documentary show:** Then a series of videos indicating JANO's achievements, stories, cases will be shared.
  • **Live experience sharing:** Among the project stakeholders and participants, a few will share their experiences.
  • **Branding materials display:** Different banners, photos regarding the JANO initiatives and best practices will be displayed showcasing the impact of the interventions, achievements, Life changing stories.
  • **Photo Gallery** with results pictures and captions
  • **Selfie corner or photo and video capturing corners** with innovative idea
	This event will be held at Dhaka at a prominent venue – Daylong event.
	• **Inauguration session:**
	The seminar will begin with a ribbon-cutting ceremony and a welcoming message from the keynote speakers.
	• **Demonstration:**
	  • **Video documentary show:** Then a series of videos indicating JANO's achievements, stories, cases will be shared.
	  • **Live experience sharing:** Among the project stakeholders and participants, a few will share their experiences.
	  • **Branding materials display:** Different banners, photos regarding the JANO initiatives and best practices will be displayed showcasing the impact of the interventions, achievements, Life changing stories.
	  • **Photo Gallery** with results pictures and captions
	  • **Selfie corner or photo and video capturing corners** with innovative idea

that replicate the JANO themes on interventions. • **Technical discussion on the selected topics**: Discussion will be carried out by key focal of BNNC, FPMU and international guests. • **Cultural events** (TFD show/Local cultural team). Project will arrange this by engaging local cultural team. Mentioned here just for keeping arrangement of stage and concerned things. • **Feedback mechanism** on the whole event by QR scanner from the participants. • **Closing and celebration sessions** with experience interaction on last day.	that replicate the JANO themes on interventions. • **Technical discussion on the selected topics**: Discussion will be carried out by key focal of BNNC, FPMU and international guests. • **Cultural events** (TFD show/Local cultural team) Project will arrange this by engaging local cultural team. Mentioned here just for keeping arrangement of stage and concerned things. • **Feedback mechanism** on the whole event by QR scanner from the participants. • **Closing and celebration sessions** with experience interaction on last day.

5. Target Audience:

Primary audience for the international Level workshop and national exit program (both):

- International Development Practitioners
- National Development practitioner
- Minister from different Ministries (Food, Agriculture, Education, ICT, MOWCA)
- Director General-Bangladesh National Nutrition Council
- Secretary from Ministries (Food, Agriculture, Education, ICT, MOWCA)
- Delegation from the European Union
- Director General-BNNC and FPMU
- Academia
- Different government departments
- High level government officials (BNNC, FPMU and other ministries)
- JANO Stakeholders: 2 DNCC members (DC of Nilphamari district, CS of Rangpur district), UNCC members (UNO, UHFPO), UDCC members (Chairman, Government UDCC member representative), CSG members, 4 government FWs (CHCP, SAAO, VFA) from 2 districts and 4 JANO Project Volunteers from 2 districts, 2 PLW from 2 districts and Project Staffs.
- FNS Partners (SUCHANA, LEAN, BeINGS, MUCH, CRAAIN, SONGO)
- Donors (EU, UNICEF, USAID, FAO, WFP), INGOs working in areas of FNS
- Civil society alliance: CSASUN, right to food forum and others
- Media and journalists
- Local stakeholder and partners.

6. Expected results of the assignment:

a) The event will be organized smoothly, and branding and visualization of the associated partners will be reflected.

b) Through the printing and branding materials everyone will come to know about JANO's different interventions like: Adolescent/School Nutrition, ICT4Nutrition interventions, Nutritional Status Improvement with data, Public Private Partnerships for Nutritional Development, Women Empowerment, and Contribution in Nutritional Aspects.
c) Participating stakeholders will have a positive image about CARE Bangladesh and JANO project's intervention.

7. Specific Deliverables

Deliverable for the international workshop and national exit event:

7.1 Specifications:

Requirement	International Workshop	National Exit Event
Venue	3 Days Event venue RDRS Time: May 28-30, 2024 (3 Days)	National Exist Event (1 Day) (venue: Intercontinental Hotel Dhaka or Pan Pacific Sonargaon Dhaka Time: June 5/6, 2024
Primary requirements	• Venue booking and Hiring • 02 Display Corner- TV set up of 55" (inside and outside) • Registration booth • Number of participants: 100+ inclusive guest for each day. • Kiosk/stall-01: Application-DGFP adolescents, Product materials, • Sound system. • Decoration and branding of the venue with JANO theme • MC-Master of ceremony: Provide a professional host/MC-2 Master of Ceremony (capacity of both English and Bangla speaking) • Interpreter with Translation support for 30+ foreigner guests (Including devices) • One Photo booth (10'x10'x8') for gallery with necessary branding/ Moving Selfie options with JANO Branding: 360 Degree photo booth •	• Venue booking and Hiring • 02 Display Corner- TV set up of 55" (inside and outside) - • Registration booth • Number of participants: 120 inclusive guests • Sound system • Decoration and branding of the venue with JANO theme • MC-Master of ceremony: Provide a professional host/MC- Master of Ceremony (capacity of both English and Bangla speaking) • Interpreter with Translation support for 30+ foreigner guests (Including devices) • One Photo booth (10'x10'x8') for gallery with necessary branding/ Moving Selfie options with JANO Branding: 360 Degree photo booth •
Guest invitation and follow up	• Guest Invitation-e invitation design and Hardcopy-300 printing after quality ensuing from CARE	• Guest Invitation-Hardcopy-120 • Ensure guest follow-up and reminder • Guest Honorarium -(Referred to section7.5)

	• Ensure guest follow-up and reminder • Guest Honorarium ensuring by vendor (Referred to section7.5) Logistics- Visibility and comms (Souvenir Pack-500; items: (Pen, notebook, jute fabric bag-backpack, wireless mouse, mug or treetop ceramic) Specification shared in section 7.2) • Crest design and printing-20 (8”x5” Acrylic/glass crest, 6 color logo and texts with hald faux leather/mokhmol box with hinges) • Food Management and costing at the time of event (2 times snacks and Lunch) for 3 days. • Guest follow up-2 time phone follow up and sms dissemination 2times to the confirmed guest (previous day and event day early morning)	• Management of Logistics- Visibility and comms (Souvenir Pack) for guest • Crest design and printing-15 (8”x5” Acrylic/glass crest, 6 color logo and texts with hald faux leather/mokhmol box with hinges) • Food Management and costing at the time of event (2 times snacks and Lunch) for 1 day • Guest follow up-2 time phone follow up and sms dissemination 2times to the confirmed guest (previous day and event day early morning)
Media promotion and publication	• Social Media – FB live from CARE FB Page • Press release in Bengali and English-prior check with CARE comms. • print and online media-6 nos (i.e. Prothom Alo, Samakal, The Daily Star, The business standard, The Tribune, Kaler Kantha) • Photography and Videography of the event • Develop AV from Existing documents for the event promotion (within 60 Seconds) and results dissemination (within 60 Seconds) with subtitle.	• Social Media – FB live from CARE FB Page • Press release in Bengali and English -prior check with CARE comms. • print and online media-6 nos (i.e. Prothom Alo, Samakal, The Daily Star, The business standard, The Tribune, Kaler Kantha) • Photography and Videography • Decoration and branding • Photography and Videography of the event • Develop an AV from Existing documents for the event promotion with 60 sec durations with sub-title.
Documentation and reporting	• Event minutes, Documentation and Event Report • Vendor will assign designated personnel for taking the meeting minutes, notes taking and documentation.	• Event minutes, Documentation and Event Report • Vendor will assign designated personnel for taking the meeting minutes, notes taking and documentation.

Knowledge accumulation and panel discussion preparation by FPMU and BNNC	Consultancy fees/remuneration for Resource persons from BNNC and FPMU for preparatory works i.e. panel discussions PPT development, engagement in preparing brief for the discussions, organizing, and accumulating the information required for the event: 5 resource person each from BNNC and FPMU 10 persons X 10 days support X 3000 BDT= 3,00,000/=	

7.2 Logistics for the events by Vendor: Overall event management (registration, logistics as described below)

Sl#	International Event	National Event
1.	One large program venue in a 5-star hotel with capacity of around **100+ participants each day for international workshop** in a 10-15 person/table meeting roundtable setup with water bottles and glasses.	One large program venue in a 5-star hotel with capacity of around **120+ participants each day for exit program** in a 10-15 person/table meeting roundtable setup with water bottles and glasses.
	ID Cards for Guest, organizers-200 Height 34 inch Width 1 inch. Card Plastic Lamination Size- Height 7.5 inch Width 5.5 inch. Card Size- Height 6.5 inch Width 5 inch. • Art card paper 300 GSM, 4 color print, Ribbon with Stainlessness still clip	ID Cards for Guest, organizers-120 Height 34 inch Width 1 inch. Card Plastic Lamination Size- Height 7.5 inch Width 5.5 inch. Card Size- Height 6.5 inch Width 5 inch. • Art card paper 300 GSM, 4 color print, Ribbon with Stainlessness still clip
2	Full 3D design of whole event venue including branding and visualization. 4 large side display at the event hall room with JANO branding.	Full 3D design of whole event venue including branding and visualization. 4 large side display at the event hall room with JANO branding.
3	Designing and printing of both hard copy and digital versions of (300) invitation cards with printed envelope. Hardcopy with 6 colors, 300GSM art-card with matte lamination on a 14”x10” (7’’x5’’ with folding) one-fold along with envelope with 6 color logo and printed text. Assist in disseminating the cards among participants.	Designing and printing of both hard copy and digital versions of (150) invitation cards with printed envelope. Hardcopy with 6 colors, 300GSM art-card with matte lamination on a 14”x10” (7’’x5’’ with folding) one-fold along with envelope with 6 color logo and printed text. Assist in disseminating the cards among participants

4	Designing and printing of 500 copies of 11”x8.5” JANO 4 types of learning briefs, one-fold, 4 pages, 2 leaf 6 colors 150 GSM with Matte Lamination (Content will be provided from CARE)	
5	Designing and printing of 500 copies of 11”x8.5” JANO project brochure one-fold, 4 pages, 2 leaf 6 color 150 GSM with Matte Lamination (Content will be provided from CARE)	
6	Designing and printing 500 copies of high-quality bio-degradable, environment friendly jute backpack 11”x8.5” size, 300 GSM weight, with 6 color logo and printed text two inner pocket with pen holder, high quality zipper lock.	
7	Designing and printing 500 notebooks • inner pages-100, 100gsm • 5 separator sheets (separator design will provided and both side print required • including cover). • 6 color prints with 300GSM cover on Swedish board.	
8	Designing and printing 500 high quality steel pens with 3 color logo and event name printed.	
9	Designing and printing folder 12”x9” for document package one fold on a Swedish board 6 color printing.	
10	One main Digital backdrop with 4 wings for the event (wings: 6 color print on bio-degradable materials if possible and wooden frame)	One main Digital backdrop with 4 wings for the event (wings: 6 color print on bio-degradable materials if possible and wooden frame)
11	Decoration of entry gate outside of the event venue with PVC and wooden frame as required.	Decoration of entry gate outside of the event venue with PVC and wooden frame as required.
12	Decoration of 5 kiosks (10’x8’x8’) each with 55” TV in portrait format with	Decoration of 5 kiosks (10’x8’x8’) each with 55” TV in portrait format with wooden

	wooden frame and PVC laser cut for application showcase.	frame and PVC laser cut for application showcase.	
13	6 rollup banners 8'x3' with stand for the venue	6 rollup banners 8'x3' with stand for the venue	
14	4 stand banners 6'x3' with stand for the venue	4 stand banners 6'x3' with stand for the venue	
15	4 Roman banners 18'x6' with hanging ropes	4 Roman banners 18'x6' with hanging ropes	
16	4 hanging banner 8'x4' with hanging ropes	4 hanging banner 8'x4' with hanging ropes	
17	4 Display board with wooden frame (10'x4') and 6 color print	4 Display board with wooden frame (10'x4') and 6 color print	
18	Audio-visual and mics (sound system), 10 pcs wireless mic system with backup batteries.	Audio-visual and mics (sound system), 10 pcs wireless mic system with backup batteries.	
19	Lighting setup for all banners (backdrop, rollup banners, roman banners)	Lighting setup for all banners (backdrop, rollup banners, roman banners)	
20	55'' TV setup in front of the stage for the guest speakers	55'' TV setup in front of the stage for the guest speakers	
21	Managing and distribution of logistics including participant kits and publications	Managing and distribution of logistics including participant kits and publications	
22	Two person's support in registration booth	Two person's support in registration booth	
23	Five volunteers for the overall event management	Five volunteers for the overall event management	
24	Two large LED monitors for live video and presentation. Power supply backup with Generator	Two large LED monitors for live video and presentation. Power supply backup with Generator	
25	Decoration of Dias and guest table with necessary branding Flowers bouquet for the chief and special guests-10 Small flower stick for all guests.	Decoration of Dias and guest table with necessary branding Flowers bouquet for the chief and special guests-10. Small flower stick for all guests.	

7.3 Other requirements from the vendor:

a. Vendor must attend the event physically.
b. Draft a press release both in English and Bengali and get it approved by CARE 3 day beforehand.
c. Shoot photos and video during the event for the news coverage and archive and submit those after the event.

d. Publish the news in 6 national level newspapers, 2 English i.e. The daily star, the business standard newspapers (both online & print) and 4 Bangla- Prothom Alo, Somokal, Kaler kontho, Jugantor (online and print) in next day along with TV channel's social media.
e. Publish the news on at least 4 TV channels including (Shomoy TV, ATN news, RTV, Jamuna News) in the news cut on the same day.
f. Share the link of the publications and scanned copies of published news.
g. Ensure availability of documentation and reporters to ensure detail recording and writing of the discussions and reports.
h. Submit the event report detailing all the discussions and recommendations from the event.

7.4 Food arrangement by the vendor:

SL#	International Event	National Event
	Arrangement of buffet lunch and food-related logistics for around 100 participants each day for the international Workshop. Same menu for 3 day: (**Manues could be slightly re-organized for 3 consecutive days considering the participants number and category**) Day-1: • **Morning Snacks:** Sandwich, Chaswe Nuts, Apple, Tea/Coffee, Water Bottle 500ml. • **Lunch Arrangement:** Nan/Roti/Paratha/Rice, Grilled fish, Grill chicken, Mutton Rezala, Mixed Vegetable, Mung Dal, Salad, Soft Drink, Dessert, water bottle 500ml. • **Evening Snacks** Chicken Pasta, Harivanga Sweet, Fruit, Tea/Coffee, Water Bottle 500ml. **Day-2:** • **Morning Snacks:** Sandwich, Chaswe Nuts, Apple, Tea/Coffee, Water Bottle 500ml. • **Lunch Arrangement:** Mutton Kacchi (1KG meat for 4 persons), Chicken Roast, Tikia, Mix Salad, Ice cream. • **Evening Snacks** Vegetable Pakora, Orange, Tea/Coffee, Water Bottle 500ml.	Arrangement of buffet lunch and food related logistics for around 120 participants for the for National exit event with the following items: **Cold starter** • Selection of Assorted Cold Cuts • Thai papaya salad, Beetroot Salad • Garden Fresh Mix Lettuce, Sliced Cucumber, Grated Carrot, Tomato Wedges, Selection of Dressings & Condiments • Thai Soup (Thick) with Chicken & Prawn • Wonton **Main course** • Chinese Chili Chicken • Pan fried Fish with Lemon Butter Sauce • Grilled chicken with mushroom sauce • Herb Roasted mutton with Green Peppercorn Sauc • Seasonal Sautéed Fresh Vegetables • Oven Roasted Herb Potato **Dessert** • Assorted Pastries (Black forest and vanilla) • Mini Apple Tart • Cream Caramel pudding • Assorted Seasonal Fresh Fruits Cut • Mineral Water **Coffee Table:**

	Day-3: • **Morning Snacks:** Sandwich, Chaswe Nuts, Apple, Tea/Coffee, Water Bottle 500ml. • **Lunch Arrangement:** Plain Rice, Aire Fish/boal fish/prawns, Mutton curry, Chicken curry/chicken roast, Mixed Vegetables, Mung Dal, Salad, Soft Drink, Dessert, Water Bottle 500ml. • **Evening Snacks** Chicken Pasta, Harivanga Sweet, Fruit, Tea/Coffee, Water Bottle 500ml.	International Coffee & Snacks menu for 120 Person, 2 times (morning & afternoon) • Vegetable Cutlet with Dipping Sauce • Freshly baked biscuits • Chicken Satay with Peanuts Sauce • Freshly Brewed Filter Coffee & Tea (Number of tea coffee might increase)
	Packet lunch for 20 support staffs each day for the event (Drivers+support staffs) **Same menus preferred.**	**Packet lunch for 50 support staffs for the event (Drivers+support staffs)** **Same menus preferred**

7.5 Honorarium and gift provision by the vendor:

International Workshop:	**National Level:**
BDT-5000 for DG/DC/CS (30 person-special guests) and BDT-10,000 for Minister's/chief guest gift (2-3 persons)	BDT-5000 for DG/DC/CS (20 person-special guests) and BDT-10,000 for Minister's/chief guest gift-1

8. Timeframe

SL#	**International Event**	**National Event**
01.	• The internation Level event will have to be completed by the Last week of May 2024.	• National Event will be held in the last first week of June 2024.
02.	• For the internation events the invitation card should be printed by Mid-April 2024, and all other printing and branding items need to be completed by the First week of May 2024.	• For this event the invitation card should be printed by Mid-May 2024, and all other printing and branding items need to be completed by the First week of May 2024.
03.	• The overall event support will be carried out from April 15, 2024.	• The overall event support will be carried out from May, 2024.

04.	• **Media coverage should be completed within 3 days after completion of the international workshop.**	• **Media coverage should be completed within 3 days after completion of the international workshop.**

9. Methodology

- Research about CARE Bangladesh and JANO project activities, previous events, and publication materials to gain better understanding. CARE Bangladesh will provide support to the consultant/service provider to get a proper overview of the situation to have an understanding and proceed accordingly.
- The proposed team is required to share their plan and ideas for executing the assignment with the JANO team and/or any other relevant colleagues to mutually agree on the best way forward.
- Setting up meetings with the concerned team from time to time to get a clear understanding to ensure efficient execution of this assignment.
- Showing the prepared content/work samples to get approval from CARE Bangladesh team before publishing or mass producing any content.

10. Minimum experience requirement:

- Professional experience of 5 or more years in similar international event management work
- Experience in branding, promoting big scale events for Donor Organizations and INGOs
- Good networking with TV medias, newspapers, and other associated parties
- Experience in working with iNGO programs, government counterpart, and ministries.
- Experienced in Agile/dynamic development with changing requirements.
- Diverse Team with years of experience in event management, reporting, media engagement, handling international guests with translators.
- Reporting and documentation support
- Video and recording of the whole event for further dissemination and documentation.

11. Contents of the proposal

The consulting firm/agency must submit the following:

- Technical proposal, which will outline understanding of the ToR, action plan and timelines.
- Mockup presentation of event branding in 3D – in shared drive
- Details financial proposal that outlines the fees and associated costs as well as the preferred payment methods/schedules.
- The individual/consulting organization must budget for all costs (including VAT & TAX) and provide budget notes.

12. Evaluation criteria:

The service provider will be evaluated based on the following:

Weightage Score: 100 marks

- Technical Score: 70
- Financial Score: 30

Technical Evaluation Criteria: 70 marks

Technical Evaluation Criteria	Score
Criteria 1: Concept presented (mockup presentation of event branding in 3D) evidence and sample	30
Criteria 2: Provide 3 or more proof of Experience in organizing large international & regional level workshops (previous work order/testimonial/evidence)	10
Criteria 3: 3 - 5 years of experience as an event management agency	10
Criteria 4: CV and team composition of organizing committee	20
Total	**70**

13. Application process:
If you are interested and feel competent to carry out this very exciting work, please submit technical and financial proposal in two separate documents:

<u>Technical Proposal:</u>

a. Organizational portfolio with relevant expertise in the field of event & workshop management
b. Links of existing sample works both for National & regional levels
c. Team composition with brief portfolio of the team who will be working on this campaign.
d. Proposed workplan for this assignment along with a timeline sheet (Inception meeting, Concept work, Action Plan, Preparatory work, Execution, Post documentation work etc.)

<u>Financial Proposal:</u>

a. Filled up Financial Proposal that outlines the fees and associated costs including govt. circulated VAT & TAX and provide budget notes.
b. Service providers must provide financial breakdown as much possible.

14. Terms and conditions:

- CARE Bangladesh reserves the right to preserves right to cancel/terminate/halt this hiring process without showing any justification to the bidder though they have given time and resources to submission of proposal.
- CARE Bangladesh may revise any quantity
- Payment will be made on an actual/No service no pay basis.

- Message to be carried by the production must be approved by CARE Bangladesh.
- CARE Bangladesh reserves the right to monitor the quality and progress of the work during the assignment.

15. Payment terms and milestone:

Total payment will be made after successful completion of the national level event.

16. Intellectual Property:

- All videos, photos, poster, motion graphics, music, voiceover, social media contents produced during the assignment will be treated as CARE Bangladesh's property and cannot be used elsewhere without prior approval.
- Copyright for all video clips will remain with CARE Bangladesh. For accessing CARE Bangladesh FB page, maximum professionalism and restricts value should be maintained, and is the access is subject to consultation. In case of any discrepancies in the CARE Bangladesh FB Page during the access of CARE Bangladesh page to the third-party vendor, CARE Bangladesh holds the right to take legal action against the third-party vendor.
- All information pertaining to this project (digital, cyber, project documents, etc.) belonging to CARE Bangladesh, which the consultant may come into contact within the performance of his/her, duties under this assignment shall remain the property of CARE Bangladesh who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever form without written permission of CARE Bangladesh in line with the national and international copyright laws applicable.

17. Penalty and deadlines:

20% of the payment would be deducted if the vendor failed to deliver the product/service within the allocated time. There will be no extension (cost or no-cost) of the assignment without officially agreed and accepted by CARE Bangladesh. Vendor must complete the assignment within the stipulated timeline. However, if there is any delay from the project end then extension should be considered, and email communication should be made pointing out the reason for extension. CARE preserves the right to disallow/regret the payment (partially or fully) if the vendor failed to deliver the product/services mentioned in the proposal.