

Terms of Reference (TOR) for Event Management Company

Contracting Organization: CARE Iraq

Event Date: December 2nd, 2024

Event time: 09:00 AM – 02:00 PM

Location: Erbil

Expected number of participants: a max of 200 participants (exact number to be confirmed).

Objective:

To provide comprehensive event management services, including all logistical, organizational, and visibility support, for the successful execution of the ECHO-funded protection advocacy event on December 2nd, 2024.

Event Summary:

The "16 Days of Activism" advocacy event, part of the ECHO-funded protection project, aims to advocate for a strengthened protection environment, particularly focusing on violence against women and children. On December 2nd, the event in Erbil will feature **two key panels**: one on the impact of the ECHO-funded Protection Project in Duhouk and another on inclusive approaches to climate adaptation and protection with a focus on violence against women and children. The event seeks to highlight successes, identify gaps, and discuss strategies for improving protection and resilience for women and marginalized groups.

Key Responsibilities:

Event Preparation:

- **Venue Booking:** Secure and prepare a suitable venue in Erbil, ensuring it meets all event requirements.
- **Catering:** Arrange for high-quality catering services that accommodate all dietary needs, including two coffee breaks and lunch.
- **Audiovisual Support:** Ensure the availability and functionality of all necessary audiovisual equipment, including microphones, speakers, projectors, and screens.
- **Interpretation Services:** Provide simultaneous interpretation in Arabic, English, and Kurdish, ensuring clear communication throughout the event.
- **Stage and Podium Setup:** Design and set up a professional stage and podium that facilitates the smooth conduct of the panels.
- **Table and Seating Arrangements:** Organize and arrange tables and seating in a manner that promotes engagement and ease of access for all attendees.
- **Registration Desks:** Set up and manage sign-up registration desks, ensuring they are well-equipped and organized.
- **Coordination with Vendors:** Liaise with all vendors and suppliers to ensure timely and efficient service delivery.

- **Visibility:** Handle all aspects of visibility, including printing, and placement of banners, backdrops, and other promotional materials needed for the event. Ensure that all visibility materials align with our branding guidelines.

On-Site Event Support:

- **Participant Ushering:** Provide trained personnel to usher participants, ensuring smooth movement and seating.
- **Technical Support:** Be on standby to handle any technical issues that may arise, ensuring flawless execution of the event.
- **Panel Coordination:** Ensure that panelists have all necessary materials and support for their sessions.
- **Logistical Oversight:** Monitor and manage all logistical aspects of the event to ensure a seamless experience for all attendees.
- **Visibility Implementation:** Set up and manage all visibility elements on the day of the event, ensuring they are properly displayed and contribute to the overall professional atmosphere.

Post-Event Activities:

- **Venue Breakdown:** Oversee the breakdown and cleanup of the event venue.
- **Feedback Collection:** Compile and organize event feedback and evaluation forms to assess the event's success and areas for improvement.

Qualifications:

- Proven experience in event management, particularly for large-scale advocacy or INGO events.
- Capacity to handle all logistical and visibility aspects, ensuring a flawless and professionally branded event experience.
- Ability to conduct **a thorough rehearsal** to ensure readiness and smooth execution on the event day.

Requirements to be submitted:

The event management company is required to provide a **breakdown of costs** when submitting the quote, including but not limited to the following categories:

- Venue
- Catering (with cost per person). We will be providing two coffee breaks and lunch
- Audiovisual equipment (for welcome remarks, 2 panels and we will be playing videos as well)
- Interpretation services (English, Kurdish and Arabic)
- Visibility materials and any other additional costs