

TERMS OF REFERENCE (TOR) FOR THE EVENT AND MEDIA MANAGEMENT FIRM TO ORGANIZE THE WORLD POPULATION DAY 2022 EVENT

<p>Background:</p>	<p>World Population Day is an international event celebrated on July 11 every year. The Day was established in 1989 by the Governing Council of the United Nations Development Programme (UNDP). The inspiration for this holiday was the peaking public interest in the celebration of ‘Five Billion Day’ on July 11, 1987. This original date was decided to be set as ‘World Population Day’ by the United Nations General Assembly, and resolution 45/216 made this official in December 1990.</p> <p>Moreover, the Day serves to highlight the growing problems that come with a growing global population. Overpopulation is a crucial issue, especially considering that world resources are depleting at an unsustainable rate. Awareness about the effects of overpopulation on development and nature is emphasized. The increasing population also sheds light on health problems faced by women during pregnancy and childbirth, making the need for family planning, gender equality, and maternal health more important than ever.</p> <p>The World Population Day (WPD) with the global theme, “A world of 8 billion: Towards a resilient future” focuses on harnessing opportunities and ensuring rights and choices for all. It is translated into the local theme, “109 Milyong Solusyon Tungo sa Pagkamtan ng Potensyal ng bawat Filipino” to highlight the Philippine population of 109 million people and their potential which can be tapped towards the achievement of Sustainable Development Goals. 109 million Filipinos = 109 million solutions, with a special focus on young people who comprise of about 30% of the population. Keep counting, but look beyond the numbers. The solution is not more or fewer people, but more and equal access to opportunities for the people there are. The best way to ensure demographic resilience is to support human rights, including individuals’ reproductive rights and choices.</p> <p>In line with this, the Philippine Legislators’ Committee on Population and Development (PLCPD), the Commission on Population and Development (POPCOM), and the United Nations Population Fund (UNFPA), will hold a high level meeting to celebrate World Population Day on July 13, 2022, 10:00 a.m. - 12:00 noon, at the EDSA Shangri-La Hotel in Mandaluyong City.</p>
<p>Objectives:</p>	<p>In view of the above, the specific objectives of the event are:</p> <ol style="list-style-type: none"> 1. To highlight the needs of 109 million Filipinos; zeroing on 30M young people; discussion on ways to be able to harness the solutions together and for the young people; and 2. To promote relevant programs and advocacies and collect the incoming administration’s support and endorsement. <p>With this, the Contractor aims to organize and manage the high level event for the World Population Day 2022. The event organizer will also support the PLCPD team, working closely with the partners to effectively prepare for and implement the program.</p>
<p>Responsibilities of the Event/Media Management Firm:</p>	<p>The Contractor will carry out the following tasks:</p> <ol style="list-style-type: none"> 1. <u>Logistics:</u> <ol style="list-style-type: none"> a. Prepare the venue for a half day high level event (procurement of the venue not included in the deliverables); b. Design and print banners and prepare event collaterals; c. Produce (write/ edit/ design/ print) and prepare event kits and materials for participants; including: <ol style="list-style-type: none"> i. UNFPA Folder

	<ul style="list-style-type: none"> ii. UNFPA Brochure iii. UNFPA Mid-year results (infographics) iv. SWOP report v. Merchandise Items like USB, etc.; <p>d. Produce a 1-2 minute video on the SRHR issues in the Philippines and how such is related to the country's development (ex. https://www.facebook.com/UNFPAph/videos/681950482746924 https://www.facebook.com/UNFPAph/videos/1170097556416244 https://www.facebook.com/UNFPAph/videos/1102008056558528 https://www.facebook.com/UNFPAph/videos/2526569077785)</p> <p>e. Prepare technical requirements such as tech materials, presentations, videos, etc.;</p> <p>f. Prepare certificates and tokens for resource persons;</p> <p>2. <u>Documentation:</u></p> <ul style="list-style-type: none"> a. Keep record of attendance of participants, resource persons, guests in the event; b. Establish an event documentation: video recording and take photos; c. Prepare the full transcript with name/designation/photo of each participant; d. Produce the video highlights of the event (ideally not more than 2 mins) <p>3. <u>Press Release:</u></p> <ul style="list-style-type: none"> a. Secure one full page of coverage providing details of the various comments made by resource persons and participants; and b. Circulate press releases to media and newspapers.
Outputs and Deliverables:	<p>The Contractor will deliver the following outputs:</p> <ul style="list-style-type: none"> → 1.1 Half day high level event in a venue attended by around 40 guests. → 1.2 Press release circulated to other papers/media.
Institutional Arrangements and Responsibilities:	<p>The engagement will be under the overall supervision of the PLCPD. The firm is expected to also work closely with UNFPA and POPCOM. The following are the tasks of the Contractees/Clients:</p> <ul style="list-style-type: none"> 1. Provide technical support in the event; 2. Identify and invite resource persons and guests; 3. Engage a host and moderator to facilitate the program and discussions; 4. Pursue the chief guest and liaise with other participants to ensure attendance; and 5. Write a press release.
Duration of Work:	<p>The engagement shall commence immediately upon awarding of the contract until July 15, 2022.</p>
Schedule of payments and timeline:	<p>Payment will be made in three stages:</p> <ul style="list-style-type: none"> 1. On completion and satisfactory delivery of Output 1.1 2. On completion and release of the Output 1.2
Qualifications:	<p>The Contractor should provide evidence of institutional competency in carrying out the service as well as the competencies of each consultant who will be fielded to the event.</p> <ul style="list-style-type: none"> → The firm should have 3 to 6 years in leading high-level conference/events planning and management; → With prior experience in working with government and non-government organizations in similar capacity; → The Principal/Lead Consultant and Specialist must have a degree in Communication, Marketing Management, or any equivalent and a minimum 5

	<p>years of increasingly responsible professional experience in events or media management;</p> <ul style="list-style-type: none"> → Ability of staff and staff compliment to provide required services (CVs of the person/s of staff to be included). → Excellent organizational skills with the ability to plan and meet deadlines through and with teams of people and individuals from diverse, cross-cultural backgrounds. → Strong project management and financial/budget reporting. → Excellent communication skills with the ability to write clearly, concisely and with strong verbal communication skills. → Ability to work effectively and efficiently under tight deadlines and on multiple tasks simultaneously. → Strong customer service orientation.
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Criteria for Evaluation:

Evaluation Criteria	Scoring Percentage
1. Project Management a.) Number of staff and roles, including the profile of the core members of the organizing team	15%
2. Technical Expertise a.) Experience in mounting similar in-person events b.) Experience in creative design, digital layout, and the physical set-up of events c.) Skills in Documenting Events d.) Experience working with UN agencies, embassies, or International Non-Governmental Organizations	40% 25% 5% 5% 5%
3. Approach in methodology a.) Likelihood of achieving expected outputs within the given timeframe and budget b.) Appropriateness, the feasibility of approaches and strategies to deliver expected outputs	15% 5% 10%
Total Technical	70%
Financial Proposal (reasonableness of the bid, comparability with other bids)	30%
Total	100%