The EU4Georgia project, on behalf of EU Delegation to Georgia, is looking for an event management company to support organisation and management of an EU4Business conference, to be held on 7 May, 2019 at Expo Georgia (venue already confirmed and reserved).

EU4Business Conference is a high-level event dedicated to highlight EU support to private sector development in Georgia, especially during the last 5 years, since the signing of the Association Agreement and subsequent creation of the Deep and Comprehensive Free Trade Area (DCFTA). You can find out more about EU4Business here: <http://eu4business.eu/georgia>.

The conference will bring together up to 200 participants - representatives of the Government of Georgia, international donor organisations, implementers of business and economic development projects and most importantly, small and medium enterprises of Georgia.

From the logistical point of view, the event will have three areas:

1. A **debate/presentation room** where the opening session and subsequent panel debates will take place. This room will have to accommodate up to 200 people and will have interpretation (booth to be placed in the room), as well as a small raised stage with chairs/tables for the keynote/VIP speakers and panel debaters. The background should be placed with event visuals/banners including an LED screens/video wall.
2. A **venue/area for a fair**: a presentational fair should be hosted in an adjacent room where up to 10 companies who have benefited from the EU funding will be able to present their products/services. Each company should have at least a table/stand, chairs, and information board in order to be able to present themselves throughout the event.
3. **Coffee break/lunch area/zone:** throughout the day, coffee/teas/soft drinks will be at the disposal of participants as part of the networking activities. The same zone should also be a venue for a buffet lunch for 150 participants.

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| **Date & Time: Tuesday, 7 May, 2019; from 10:00 a.m. to 17:00 p.m.**  **Location: Expo Georgia, Pavillion III.**  (Preliminary Agenda of the event in **annex** to this brief) |

We are looking for highly qualified professional event management company that will support EU4Georgia team in providing support for the whole event from the organisational and logistical point of view and will perform the following services:

* Create overall branding for the event to be implemented on all materials including:
  + Branding for entrance;
  + Branding for presentation fair;
  + Background banner for stage;
  + Media wall;
  + Material for participants, including at least a pen, notebook, and folder/bag;
  + Invitation.
* Provide all logistical support in the organisation of event, including:
  + Preparation of main stage including:
    - Branding;
    - LED screen not less than P4, minimum size 3x4m;
    - Branded tribune;
    - Seats for speakers on stage;
  + Creation of a mailing list of potential participants and subsequent distribution of invitations by e-mail based on the mailing list that will have to be created especially for this event (expected attendance of 200 people);
  + Outreach to media;
  + Ability to follow up to the electronic invitation by a phone call;
  + Ensure overall onsite support a day before for set-up;
  + Provide technical support on the day of the event itself, including registration, cloak room, in-room staff for Q&A session as relevant;
* Design and produce various visual materials, including:
  + Banners/backgrounds at the main conference room, in the fair, in the coffee/lunch area
  + Agendas
  + Information on speakers for panel discussions to be projected onto a screen in the main conference room
  + Fact-sheets based on the information materials provided by EUD
* Design a conference webpage with online registration
* Produce the following videos (testimonials) that will be used at the event (at the start of the debate) and on social media:
  + General video on EU4Busienss (up to 2.20min)
  + 2 thematic videos (testimonials) (up to 2 min)
  + Videos should be filmed in Tbilisi and its surroundings
* Provide live broadcast from the event in EUD Facebook page as well as the conference page (in Georgian)
* Provide interpreters (Georgian/English – interpreters to be agreed with EU4Georgia), interpretation booth, other relevant equipment, including face and hand microphones for stage, 1 desk microphone for tribune, receivers and headsets (for 200 persons);
* Provide chairs/tables for speakers at opening and panel discussions)
* Provide space for media to cover event including dedicated area with risers for cameras;
* Organise registration before (online) and at the event;
* Ensure necessary technical support during the event such as provision of relevant technical and support staff

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| Please note:   * EU4Georgia and Delegation of the European Union to Georgia will:   + Identify the moderators for the opening session and for the thematic panels   + Identify and invite speakers for each of the sessions   + Identify the companies to be presented at the fair   + Identify people to be interviewed for the testimonial videos * The offer should not include rental of Expo Georgia, chairs, catering, or provision of a stage, this is will be negotiated directly with Expo Georgia after the company is selected. |

Timeline for implementation of the assignment is as follows:

● 7 April: Deadline for submission of Applications

● 11 April: Selection & notification of contractor

Interested individuals/agencies should submit the following information:

1. **Portfolio of their work**, including examples with photos and key visual designs of conferences of similar size conducted, as well as examples of videos produced in the last 5 years;
2. **Brief vision of the event,** including concept for the conference as well as organisational and visual/design details so that the evaluation panel will be able to assess how you envisage the event. Provide information on key additional aspects that would make this conference different/more creative/innovative. Provide a timeline. Also, provide key renders of how you envisage the conference to look like.

Branding of the event must include the Georgia EU4Buisness logo available here: <http://eu4georgia.ge/wp-content/uploads/2018/02/EU4Business.zip>)

1. **Financial proposal** (in GEL without VAT, not including Expo Georgia related costs as noted above), with the following headings (more can be added if needed):
   1. Design of the conference brand book/visual identity which include adaptation to key conference materials such as stage background, web site, invitations, rollup banners, etc.);
   2. Creation and maintenance of a conference website with online registration;
   3. Videos as described above;
   4. Costs of all technical productions/decorations such as stage, background visuals for the stage, stands/tables/decorations for the fair, rollups/banners for the fair and coffee area;
   5. Costs associated with the interpretation needs (interpreters EN-GE, booth, 200 headsets

The maximum budget for the offer is 25,000 EUR.

The following evaluation grid will be used when assessing the submissions:

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| Portfolio of relevant work | 4 points |
| Vision | 4 points |
| Price | 3 points |

Submission of offers must be only to the following email: [administration@eu4georgia.eu](mailto:administration@eu4georgia.eu) no later than **5:00pm on 7 April 2019**. Please indicate “EU4Business Conference Event Management” in the subject line of the e-mail.

Any clarifications should be addressed to [administration@eu4georgia.eu](mailto:administration@eu4georgia.eu). No other e-mail should be used for the communication related to this tender.

ANNEX:

**Business Development in Georgia:**

**5 Years after Signature of the Association Agreement**

**7 May 2019**

**Pavillion III, Expo Georgia, Tbilisi**

**Draft AGENDA**

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| 10:00-10:30 | Participant Registration & Welcome coffee  Business fair where up to 10 companies would present themselves (goods or services produced as a result of support via EU4Business) |
| 10.30-11:30 | **Opening and Welcome Speeches** |
|  | High level representative of the Delegation of the European Union to Georgia  High level representative of the Government of Georgia  Testimonials (3)   * Video * Success story |
| 1111:30-12.30 | **PaPanel Discussion: SMEs as Drivers of Growth and Trade**  Key factors for SME success in Georgia; Mechanisms for SMEs to overcome capacity constraints; What cluster and value chain approaches offer for Georgia;  Presentation of EU work with clusters (video)  Niche products that may become competitive; How DCFTA helps not only to export to EU, but increase standards.  Moderator + 4-5 speakers: |
| 12:30-12:45 | **Launch of EU4Business Web-Site**  Representative of the Delegation of the European Union to Georgia |
| 12:45-13:30 | Lunch |
| 13:30-14:30 | **Panel Discussion: SME Access to Finance**  What is the experience of the EU supported access to finance programmes?  What kind of financial innovations could help to increase outreach? How to manage the risk of private sector debts? What are the successes of EU4B (local currency) lending programmes?  Moderator + 4-5 Speakers: |
| 14:30-15:30 | **Panel Discussion: Fostering Growth in Georgia's Regions**  How to foster inclusive growth / impact on poverty? What have been success factors in boosting growth in Georgia's regions? What are opportunities and challenges in the agricultural sector and for rural development?  What kind of impact had LAGs?  Moderator + 4-5 Speakers |
| 15:30-16:00 | Closing |