



BANQUE D'INVESTISSEMENT ET DE DEVELOPPEMENT DE LA CEDEAO  
ECOWAS BANK FOR INVESTMENT AND DEVELOPMENT  
BANCO DE INVESTIMENTO E DESENVOLVIMENTO DA CEDEAO

**REQUEST FOR PROPOSAL (RFP)  
Event Management Agency to Organise  
and Manage the 2024 ECOWAS  
Investment Forum of the ECOWAS Bank  
for Development and Investment (EBID)  
in Lomé-Togo**

January 2024



## **1. ABOUT EBID**

### **1.1. Mission and Corporate Objectives**

The ECOWAS Bank for Investment and Development (EBID or the Bank) is the development finance institution of the 15 Member States of the Economic Community of West African States (ECOWAS). Created in 1975, EBID's mission is to promote an integrated, inclusive, sustainable, and resilient subregion through the financing of national and regional development projects and programmes.

As such, the corporate objectives of EBID are to:

- Grant loans and guarantees for financing investment projects and programmes for the economic and social development of Member States.
- Mobilise resources within and outside the ECOWAS sub-region for the financing of investment projects and programmes.
- Provide the technical assistance necessary within ECOWAS for the study, preparation, financing and execution of development projects and programmes.
- Receive and manage the portion of the Community Levy resources meant for financing ECOWAS development projects.
- Manage any special funds of ECOWAS relevant to the corporate objectives of the institution.
- Carry out any commercial, industrial, or agricultural activity, as much as such activity is secondary to the institution's objectives.

Within the scope of the corporate objectives, EBID cooperates with national and sub-regional development organisations operating within the ECOWAS sub-region. In the same vein, EBID cooperates with other international organisations and institutions with similar objectives, who are involved in the development of ECOWAS.

### **1.2. Operational Activities**

Since commencing operations in 1979, EBID has financed and invested approximately US\$4 billion in countless programmes and projects from various diverse sectors across the ECOWAS sub-region. The Bank has been operating primarily in the following areas:

- Infrastructure and Basic Amenities



- Rural Development and Environment (irrigation, flood control, rural water supply, agriculture and food security, livestock, fisheries, ecosystem protection, renewable energy, capacity building etc.)
- Social Sector (vocational training, education, health, support to decentralisation, municipal facilities etc.)
- Industry (agro-industry, mining industry, technology transfer, technological innovation etc.)
- Services (financial services, services related to information technology, financial engineering, hotels, etc.)

Consequently, EBID has an extensive network of stakeholders not just in their Member States, but globally, with whom they constantly must communicate and engage through diverse channels and platforms about their mission, operational activities, and programmes.

## 2. EVENT BACKGROUND AND CONTEXT

EBID is organising the ECOWAS Investment Forum (EIF), a hybrid and interactive two-day event. The EIF is a strategic platform for development partners and stakeholders to connect and promote investment opportunities in key sectors of ECOWAS member states. It will showcase the high investment potential of West Africa, present a pipeline of development projects and programmes from the private and public sectors, as well as facilitate pertinent investment partnerships and conversations.

The 2024 edition of the EIF will focus on the socio-economic recovery of ECOWAS member states under the theme, “**Transforming ECOWAS Communities in a Challenging Environment**”.

The Forum will be held at the **2 Février Hotel, Lomé, Togo**, with an estimated **400 in person participants** and **between 500 to 1,000 participants through an online platform**, which should be reliable, professional, and engaging.

The 2024 EIF will bring together business leaders and investors both within and outside the West African sub-region to engage in discussions, forge deals, and make decisions aimed at meaningfully impacting the sub-region. Conversations and investment opportunities will centre around key sectors that aim at guaranteeing food security, infrastructure development, climate resilience and jobs within ECOWAS Communities with a focus on boosting shared prosperity and eradicating poverty in the subregion.



An efficient, planning, organisation, and management process is essential for the successful execution of the 2024 EIF. Additionally, effective communication is key to inform the public about the 2024 EIF to ensure that the public and participants are adequately informed and carried along pre and post event. The efficient execution and management of the 2024 EIF as well as strategically informed communication across diverse media channels will enable the event to have the optimum impact and success.

To achieve this, EBID is seeking the services of a reputable Event Management Agency with solid experience to facilitate, organise and manage the quality delivery of the 2024 EIF in a timely and effective manner in accordance with the highest international standards.

## 2.1. EVENT PROGRAMME

The 2024 EIF has three plenary sessions and four sector-focused deal rooms, providing an important platform for stakeholders to discuss critical issues, exchange ideas, share best practices, and commit to actions that will drive inclusive and sustainable economic growth, invest in human capital, and build resilience to global challenges for ECOWAS Member States.

- 2.1.1. **Plenary Sessions:** short panel discussions to share insights, trends, knowledge, and investment opportunities in priority sectors. Each session is livestreamed, and interpretation is required.
- 2.1.2. **Sector-focused Deal Rooms:** In-person presentation of a pipeline of projects and programmes by EBID and key partners to potential investors with objectives of securing investor interests and closing deals. These need to be recorded and interpretation is required.
- 2.1.3. **B2B Meetings:** Pre-scheduled business-to-business meetings between investors, project developers, and relevant stakeholders. Interpretation is required.

## 3. DESCRIPTION OF ASSIGNMENT TO BE CARRIED OUT

EBID is seeking the services of an Event Management Agency that is specialised in corporate events specially in the finance, investment, and development sectors to ensure effective preparation, management, and execution of the 2024 ECOWAS Investment Forum (EIF) in accordance with the highest international standards. The Event Management Agency team will have the experience, knowledge, expertise, and responsibility for ensuring that the arrangements, logistical, administration, preparation and execution of the hybrid event run in a timely and effective manner.



#### **4. METHODOLOGY**

- There are two important components of the hybrid event:
  - a. An on-site location where approximately 400 in-house participants and speakers must be able to present audibly, connect to the event to engage with the online participants, and discuss with them via chat. Interpretation needs to be provided in the 3 working languages of EBID (English, French, and Portuguese) for both onsite and virtual participants.
  - b. Livestreaming of the sessions on a secure video conferencing platform so between 500 and 1000 participants can connect remotely. Ideally, the connection should be straight forward using commonly accepted software and not requiring opening ports on web browsers.
- The selected service provider is expected to work closely with and be under the overall supervision of the ECOWAS Investment Forum Planning Committee. The service provider will report directly to the Planning Committee.
- The service provider is expected for field travel sometimes at short notice.
- The service provider may identify and outsource services to other service providers, but only with the consideration and approval of the Planning Committee.
- The service provider is expected to utilise solely the social media platforms of EBID for all social media communications.
- Physical or videoconference meetings will be necessary to agree on deliverables.
- Actual materials may be delivered via email or physically.
- Copyright and ownership: all digital platforms, materials produced, and other intellectual property will be solely owned by EBID. Any material provided to the service provider will remain the property of EBID. The service provider is responsible for ensuring that all additional materials used are void of copyright issues.

#### **5. EXPECTED DELIVERABLES**

The service provider will be expected to provide the deliverables listed below before, during, and after the event:

- 5.1. Provide full-fledged event management support, ensuring smooth logistical preparation and execution of the event with the highest standards in a timely and efficient manner.
- 5.2. Ensure the event is well-grounded in the local context and cultural sensitivity.
- 5.3. **Pre-Event Planning**
  - 5.3.1. Production of an integrated and detailed Marketing and Communication Strategy (before, during and after) including the budget.
  - 5.3.2. A detailed implementation plan with a clear timeline and milestones, including logistics in addition to a comprehensive contingency plan.
  - 5.3.3. Design an efficient local transportation plan for shuttling delegates, media and VIPs from the airport / to the hotels/event venue, and from the hotels to the airport.
  - 5.3.4. Improvement of the event programme including icebreakers and energisers.
  - 5.3.5. Obtain and comply with all necessary approvals, regulatory requirements, and clearance for the event from the relevant authorities of the host country and event venue.
  - 5.3.6. Regularly and promptly inform the Planning Committee of any critical issue or risk that may delay or adversely impact adherence to deadlines and targets.
  - 5.3.7. Develop marketing materials (brochures, banners, digital flyers etc.)
- 5.4. **Design, Marketing & Event Management**
  - 5.4.1. Set up and manage a physical registration centre at the event venue equipped with French and English-speaking staff.
  - 5.4.2. Follow-up and monitoring of the communication campaign from its launching to its closing.
  - 5.4.3. Present 3D renders with a detailed innovative concept of the conference hall and deal rooms, in close coordination with the Planning Committee.
  - 5.4.4. Design and produce souvenirs (stationery items).
  - 5.4.5. Implement a communication campaign (ATL & BTL).



- 5.4.6. Manage the logistics.
- 5.4.7. Manage the Speakers, Sponsors and Partners.
- 5.4.8. Manage the Event staff including the hostesses.
- 5.4.9. Provide and manage the audio-visual equipment.
- 5.4.10. Create and design a floor plan layout and decor planning (venue design and build, florists etc.).
- 5.4.11. Proposal of a Master of Ceremony and Production of show flows & MC scripts.
- 5.4.12. Manage the Livestreaming of the event.
- 5.4.13. Engage media.

## **5.5. Post-Event Management**

- 5.5.1. A post-event report and evaluation through a detailed report and a media press review.
- 5.5.2. A project completion meeting held between the Planning Committee and the service provider within 2 weeks after the event.

### **Timeframe for the Assignment**

<b>Deliverables</b>
Submission of offers and proposals
Selection of service provider and negotiation
Implementation of the global plan of activities and communication campaign

## **6. ELIGIBILITY CRITERIA OF SERVICE PROVIDER- REQUIREMENTS ON SKILLS, COMPETENCIES, EDUCATION AND EXPERIENCES**

### **Competencies**

- The service provider shall have a well-resourced project management team comprising diverse skills and competencies not limited to the following:
  - Graphic designers
  - Marketing experts
  - Event Management experts
  - PR experts
  - Audio-visual experts



- Understanding of communication and marketing concepts
  - Good ICT skills
  - Internal editorial and production capacities in English and French
- The service provider is expected to submit to the Planning Committee before contract award, the full composition (which shall be headed by a senior management staff of the Event Management Company), designation, and contacts of the project management team for validation.

### **Experience**

- The service provider must be a recognised company with expertise in corporate event management with **more than three (03) years** of experience; and
- Demonstrated experience in planning, organising, and managing corporate events (track record or professional references).

## **7. SUBMISSION OF OFFERS FROM SERVICE PROVIDER**

Bidders may submit offers either physically or via email.

### **Physical submission**

Each submission shall be made in a large envelope containing three smaller envelopes.

### **Email Submission**

Each submission shall be made in three separate attachments indicating, "DO NOT OPEN IN ADVANCE".

The three envelopes or attachments shall be clearly identified as follows:

- Envelope/Attachment 1: **TECHNICAL OFFER- A**
- Envelope/Attachment 2: **TECHNICAL OFFER- B**
- Envelope/Attachment 3: **FINANCIAL OFFER**

Bidders shall submit their offers to the Bank, which shall include the following elements:

### **Envelope/Attachment 1: TECHNICAL OFFER- A**

It shall contain the following documents:

- A statement of understanding of the assignment to be carried out;
- Presentation of the service provider (type of business and address);
- Presentation of the project manager and the team CVs (**item n° 1**); and





- Minimum of three (03) professional references (*item n°2*).

### **Envelope/Attachment 2: TECHNICAL OFFER- B**

It shall contain the following documents:

- A portfolio of previous work reflecting at least part of the elements outlined in Section 5 “Expected Deliverables” (*item n° 3*); and
- Detailed work-plan and methodology (*item n° 4*); and

### **Envelope/Attachment 3: FINANCIAL OFFER**

A financial proposal for the efficient execution of the event shall be presented in a clear and concise language.

The financial proposal shall be expressed in an amount excluding taxes and customs duties.

The lump-sum fee that is proposed should indicate the breakdown of all costs. This fee should be inclusive of ALL considerations.

### **Presentation of Documents**

- Each of the documents in Envelope/Attachment 1, Envelope/Attachment 2 and Envelope/Attachment 3 shall be presented in **three copies**. One of these copies must be an original copy. The copy marked “**ORIGINAL**” shall serve as the bidder’s reference copy.
- The documents presented, **of which all pages shall be initialled**, must be presented in one of the working languages (English or French) of the Economic Community of West African States (ECOWAS).
- The documents should be spiral bound.
- When choosing to submit proposals electronically, bidders are solely responsible for ensuring that any and all files sent to EBID are readable, that is, uncorrupted, in the indicated electronic format, and free from viruses and malware. Failure to provide readable files will result in the offer being rejected.
- Only tenders including all the parts abovementioned (Items N°1 to N°4) shall be considered admissible.

**Offers that are not submitted separately in three different envelopes or attachments will be deemed as disqualified and will not be assessed further.**



## 8. EVALUATION METHOD AND SELECTION CRITERIA

The choice of the agency will be made based on an assessment, through a rating system, of the quality of the technical and financial offers by an evaluation committee.

In stage one, the evaluation team shall begin by reviewing and evaluating the Technical Proposals based on their responsiveness and compliance to Sections 4, 5, and 6, applying the evaluation criteria and point system outlined below. Each responsive proposal will be given a technical score. A proposal shall be rendered non-responsive at this stage if it does not substantially respond to the elements in Sections 4, 5, and 6.

In stage two, the Financial Proposals of the tenderers will be opened for evaluation, comparison, and review.

The financial score shall be calculated as a ratio of the proposal being evaluated and the lowest priced proposal.

The overall evaluation score will be based on a combination of the technical score and the financial offer.

The tenderer who comes out on top will be invited to negotiate with the evaluation team with a view to reaching an agreement on the final technical and financial terms for carrying out the services requested.

In case of failure with the tenderer coming in first position, the evaluation committee will engage in negotiations with the next tenderer and so on until the final choice.

### Technical Evaluation- Total 80%

N°	Criteria	Points
1	The portfolio of previous works will be evaluated to assess the quality of the company's work	35
2	Experience and qualifications of the team proposed to deliver the work by the company	30
3	Experience in organising and managing a corporate event. This part of the evaluation will be based on the professional references	30
5	Timeline to produce the deliverables based on the deadlines provided in this document	5
	<b>Total number of points</b>	<b>100</b>



## Financial Evaluation- Total 20%

### **9. RESERVED RIGHTS**

EBID reserves the right to verify all information provided and to disqualify any tenderer who provides false information.

EBID reserves the right to amend the details of the expected deliverables before the contract is awarded.

EBID reserves the right not to select any of the agencies that have submitted proposals if they deem that they do not meet their expectations in terms of efficiently planning, organising, and managing a corporate event or if the financial conditions are deemed unsatisfactory.

EBID reserves the right to cancel the limited tender process where tenders presented are unsatisfactory or in the event of force majeure, without having to communicate or explain the reasons for the cancellation.

### **10. DATE AND PLACE OF SUBMISSION OF OFFERS**

Physical offers shall be submitted in one large envelope and shall be identified as:

“OFFERS FOR THE SELECTION AN EVENT MANAGEMENT AGENCY TO ORGANISE THE 2024 ECOWAS INVESTMENT FORUM OF EBID”

Technical and financial proposals must be submitted in closed envelopes to the secretariat of the Director of Administration and General Services at office 505 D, 5th floor, right wing of the building, **no later than 10 a.m. on February 15, 2024**. To facilitate evaluation, proposers are invited to attach an electronic version of their bids (USD keys, or CD ROM).

Postmarked bids may be accepted. However, bids must be received before the relevant opening session.

Applications received after this deadline will not be accepted. Proposals sent in electronic format will not be accepted.

Requests for additional information should be sent to [secretariatdasg@bidc-ebid.org](mailto:secretariatdasg@bidc-ebid.org) with a copy to [ichabimougnan@bidc-ebid.org](mailto:ichabimougnan@bidc-ebid.org).

**Lomé January 30, 2024**

**The Person Responsible for Public Procurement**

