



## UGANDA TOURISM BOARD

### REQUEST FOR EXPRESSIONS OF INTEREST FOR PROVISION OF EVENTS MANAGEMENT SPONSORSHIP AND EXPERIENTIAL AGENCY FOR UTB LOT 2.

#### PROCUREMENT REFERENCE NO: UTB/CONS/2018-2019/00011

Uganda Tourism Board has allocated funds to be used for the acquisition of events management, sponsorship and experiential services for Uganda Tourism Board.

The **events management, sponsorship and experiential agency** shall be required to create, design and execute the events management, sponsorship and experiential activities in order to achieve the objectives of the Uganda Tourism Board.

The estimated duration of the assignment is **12 Calendar months**.

Uganda Tourism Board now invites eligible **events management, sponsorship and experiential agency** ("Agency/Agencies") to indicate their interest in providing the Services. Interested agency/agencies should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

#### **The Scope of the Assignment will include:**

The Event Manager or Events management firm will be expected to do the following:

##### **Organization of Events**

- The agency shall manage the entire logistical and organizational aspects of events, from identification of venues, liaison with hotel/venue/travel agents /other suppliers and interpreters regarding all arrangements following PPDA procurement rules.
- The agency shall provide assistance with preparation of event materials and other promotional materials before, during and after the event (may include some translation work);
- The agency shall ensure clear communications with all interlocutors: project staff, participants, guests, speakers, etc. ensuring all participants have up to date necessary information regarding the event details and their participation;

- The agency shall perform other ad hoc tasks related to the smooth running of events and development of event publications as and when they arise.
- The agency shall participate in finding suitable venues for organizing launches, promotions, conferences, meetings, and seminars:
- The agency shall be involved in arranging sponsorship nights, hotel accommodation and transportation for participants as and when needed
- The agency shall liaise with appropriate catering suppliers and managing all catering requirements for the success of UTB events.
- The agency shall assist in distributing invitations, staffing of event reception/registration desks, sourcing and liaising with potential speakers, facilitators and entertainers.
- The agency shall ensure that requested event furniture, providing information signs, staging and audio visual requirements
- The agency shall provide additional support services such as: high resolution printing and copying of information materials, photography and videography services.

#### **Post Event**

- The agency shall ensure preparation and submission of support documents after the event.
- The agency shall provide comprehensive reports of the events planning process, critical lessons learned and recommendations for subsequent events.

#### **Required Submission Materials**

1. The agency/ agencies **must** have the following:
  - a. Provide a letter of interest, executive summary and a description of the proposer's organization's services and activities including company organization chart, provide the name and resume for the key staff and other employees who will be directly involved in performing the work include listing of all awards and recognition account management has received.
  - b. Demonstrate previous experience event management in the submission.
  - c. The agency must be willing to provide exclusive services to UTB and to no other destination marketing agency/company in East Africa.
  - d. The agency should demonstrate a thorough understanding of Uganda's Tourism products and rich experience in the destination Marketing.
  - e. Key professional experts on the project must demonstrate at least 10 years of proven events management experience.

- f. The agency **Must** have at least one Ugandan Expert on the Key Professional Team with experience in Tourism marketing in Uganda.
- g. The agency **must** possess offices in Uganda for close supervision with major liaison offices located in the key source markets.
- h. Annual revenues of at least **UGX 500 Million** per year, over the past five years.

### **The Shortlisting Criteria**

The Technical Team from Uganda Tourism Board shall review the Expression of Interest (EOI) and rate them on the following criteria:

1. Demonstrated experience.
  - a. Quality of experience in previous marketing related accounts for over ten (10) years and ability to implement a strong events management, sponsorship and experiential program aligned with Uganda's Destination Brand – The pearl of Africa. The agency must demonstrate relevant experience of at least three (3) projects similar in the last five years.
2. The agency may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. The Agency/Agencies should clearly indicate in the Expression of Interest submitted by Associations, whether the Association is a Joint Venture or a sub-consultancy, and which of the agency the lead agency is if a sub contract is required.

**NOTE:** The joint venture agreement should be fully registered by the Registrar of companies and must highlight the lead agency in the joint venture
3. The agency will be selected in accordance with the method of shortlisting of agencies following publication of an expression of interest contained in the Government of Uganda's Public Procurement and Disposal of Public Assets Act, 2003, and the PPDA (Procurement of Consultancy services) Regulations, 2014.

Further information can be obtained at the address below during office hours, **08:30am to 5:00pm (local time)**.

Expressions of interest must be delivered in a written form (In English Language) to the address below in person by **28<sup>th</sup> March, 2019 at 11:30am (Local time)**.

### **The Head Procurement and Disposal Unit**

Location: **6<sup>th</sup> Floor, Block C, Lugogo House**

Street Address: **Plot 42, Lugogo Bypass**

City: **Kampala**

Postal Office No.: **P.O. Box 7211**

Country: **Uganda**

Telephone: **+256 414-342 196/7**

Electronic mail address: [gbwire@utb.go.ug](mailto:gbwire@utb.go.ug)

Website: [www.visituganda.com](http://www.visituganda.com)

<b>Activity</b>	<b>Date</b>
Publication Date	14 <sup>th</sup> March 2019
Closing Date for submission of EOI and opening	28 <sup>th</sup> March, 2019
Short listing processing and Approvals	28 <sup>th</sup> to 3 <sup>rd</sup> April, 2019
Issue RFP	8 <sup>th</sup> April, 2019
Pre-Bid conference	12 <sup>th</sup> April, 2019
Closing date for submission of Proposals and Opening of Technical Proposals	30 <sup>th</sup> April, 2019
Evaluation of Technical and Financial Proposals	2 <sup>nd</sup> to 10 <sup>th</sup> May, 2019
Approvals, Negotiations and Contracting	<b>30<sup>th</sup> May, 2019</b>

**ACCOUNTING OFFICER**