Terms of Reference (ToR)
Hiring an event management firm

The objective of this ToR is to hire an event management firm to co-organise

Regional Symposium on Locally Led Climate Adaptation and Climate Justice: Sharing Knowledge and Shaping Solutions

Climate Action at Local Level (CALL) programme

1. About the symposium – briefly

1.1 Context and background

Bangladesh is among the most climate-vulnerable countries in the world, where cyclones, floods, salinity intrusion, drought, and extreme heat continue to threaten lives, livelihoods, health, food security, and access to essential services, disproportionately affecting marginalized and climate-vulnerable communities. While Bangladesh has made significant progress in developing national climate policies and strategies, translating these commitments into effective local action requires stronger local leadership, resources, knowledge, and meaningful participation in decision-making.

The Climate Action at Local Level (CALL) program, supported by Switzerland and implemented by a consortium of nine Swiss NGOs in collaboration with 17 local partners (IPs), operates across 18 climate-impacted districts in the northern, southeastern, and southwestern regions to empower two million marginalized and local people. Guided by a vision of a climate-smart and disaster-resilient Bangladesh where local voices lead solutions, CALL applies Human Rights-Based, Localisation, and Gender and Social Inclusion (GESI) approaches to advance inclusive, locally led climate action.

After nearly two years of implementation, the CALL program has produced a range of promising climate adaptation cases, models, practices, and evidence from across its areas of work. These experiences offer valuable insights into what works in different local contexts and how locally led climate action can contribute to resilience and climate justice.

The symposium will provide a platform to demonstrate, showcase, and exchange these experiences among CALL Consortium partners and relevant stakeholders. Beyond sharing success stories, the event will create space to validate the adaptation models and reflect on the significance, immediate and longer-term impacts, key lessons, and the potential for replication and scale-up of these initiatives. It will also help identify emerging advocacy priorities, opportunities for wider outreach, and pathways for translating local experiences and evidence into broader program, policy, and practice.

1.2 Key objectives

- To **share and exchange locally led climate actions**, evidence, knowledge, and learning among the relevant stakeholders.
- To **strengthen local government engagement** and institutional linkages, and ownership to promote locally led climate action and the uptake and replication of good practices.
- To **co-identify, consolidate and document selected good practices**, models, lessons, and/or stories to support wider learning, replication, advocacy, and outreach
- To **develop and endorse a Declaration on Northern Climate Action** outlining shared priorities and institutional commitments to advance inclusive climate resilience across the region.

- To **publish a Handbook** on locally led climate action, featuring selected good practices and significant cases to promote learning, advocacy, and broader uptake.

1.3 Symposium format

Location: Indoor venue (with some foyer areas) within Rangpur city, possibly in a large NGO auditorium, a university auditorium, or premises (e.g., Begum Rokeya University, Shilpakola Academy, RDRS, or other suitable venues
Date: 21 – 22 December 2026
Time: 09:30 – 16:30
Type: Conference
Participants' number: 350 - 400 (per day)
Participants type: Consortium Partners (CPs), IPs, guests from relevant stakeholders and local actors, including local government institutions (LGIs) and relevant LG departments, local NGOs, civil society organisations (CSOs), resilience platforms, and community people.
Modalities: Storytelling session, PowerPoint presentations, Kiosk display, poster presentation, interactive forum, panel discussion
Theme: River and flood erosion, drought & extreme heat, extreme cold, and lightning (বজ্রপাত)

2. Objective of the assignment for event management

The objective of this ToR is to engage an experienced event management firm to jointly plan, design, coordinate, and execute the Symposium in close coordination with CALL consortium partners, the Adaptation and Disaster Risk Reduction (DRR) thematic Working Group (TWG), Programme Management Unit (PMU), other vendors, and local stakeholders.

The agency will provide end-to-end event management support, including venue arrangement, logistics, venue branding, IT and technical setup, photography, and overall event coordination. The agency will also design, adapt, produce, print, install, and manage required branding materials and digital assets in line with the event's theme and CALL's communication and branding guidelines.

The agency will work closely with the PMU and TWG throughout the planning and implementation process to ensure professional delivery, effective knowledge sharing, strong stakeholder engagement, and a coherent event experience aligned with the objectives of the symposium.

3. Scope of work of the event management agency

3.1 Venue booking

- The respective event supplier will recce the venue(s) in Rangpur city and suggest venue(s) in proposals, preferably an indoor venue e.g., community gathering hall, university auditorium, or NGO auditorium with some foyer areas.
- The venue should be accessible through existing infrastructure or reasonable accommodations, as required, fire exist and CCTV/security monitoring coverage.
- After the supplier is awarded, communicate, facilitate, and complete all formal purchasing processes with the final venue authority, e.g., booking, purchasing, facility, billing, etc.

3.2 Venue set-up and logistics

- Stage, head table for the guests up to six/eight people.
- A banquet setup or others as required for 400 people
- 20 Chairs will be placed around the auditorium
- Presentation switcher with pointer
- PA sound system for podium, head table, audience, including microphones (wired/wireless), speakers, audio console, playback device, cables and stands
- LED/projector set-up, projection, and on-site IT technical support within venue
- Accessible internet/Wi-Fi connectivity throughout the venue

3.3 Branding, visibility, printing

Category	Items and description	Qty
Stage	• **One** framed LED backdrop along with **two** LED wings with base (size: as per venue); the frame will be produced and installed. • **Two** bamboo-framed X-banners at the head table. • **One** TV monitor mounted on the ground in front of the head table for guests. • Head table decoration, including appropriate floral/greenery arrangements and other decorative elements as required. • Set-up of LED controller, laptops, necessary cables & connectors, technical accessories, and on-site IT technical support	1 set
Decoration of the venue, foyer area, entrance	• Manage the **overall venue decoration and branding**, including the **design, printing, and installation of X-banners, standalone** on digital cloth with bamboo frames, placement of standalones across the venue and surrounding areas. Incorporate **plants, trees, and other natural elements** to establish a green, environmentally friendly setting within the venue. The venue decoration will focus on the folk & local cultural aspects of the Northern part of Bangladesh. • **Arrange Live Streaming and Projection by installing and managing** high-quality live streaming and real-time projection facilities within the auditorium and designated outdoor areas, including projectors, screens, audio-visual equipment, connectivity, and technical support, ensuring clear and uninterrupted viewing of event proceedings for both indoor and outdoor audiences.	1 set
	• **Poster printing** on adhesive sticker paper and mounting/pasting them onto PVC sheets, including necessary finishing and installation. • ~15 cases are planned to be demonstrated on the poster. • The size of the posters will depend on the installation area,	~15 posters

	content, and booth dimensions. The posters should ensure clear visibility, be reader-friendly, and be positioned at eye level.	
	• **Poster display zone** showcasing climate adaptation and disaster risk reduction cases made by eco-friendly/reusable or sustainable alternative materials.	01 set
	• ~10 floor-standing **vertical kiosks,** designed and arranged to display adaptation cases in a soft, flexible format in an interchangeable manner.	~10 kiosks
	• **Registration booth** branding jacket at foyer	01 booth
	• **Podium** jacket with project logo lock print	01 podium
	• Name/booth **tags** for guests and demonstration	~30 tags
	• **Token/tag** development and printing for all participants; these could be wristbands, hand tags, or neck-hanging badges, etc.	~400 pcs
	• Arrange a **community Exhibition Zone** to creatively and aesthetically create opportunities for community engagement and participation, displaying eco-friendly/reusable or sustainable alternative materials, displaying partners' publications, photographs, community-made products, or any innovations	01 zone
	• **Souvenir production** for all participants, preferably sourced from programme participants, showcasing local culture through locally produced products and crafts.	~400 persons
	• **Guest souvenir production** for presenters, moderators and panelists, preferably sourced from programme participants, showcasing local culture through locally produced products and crafts.	~40 persons
Designing of KV & creative content, other design elements and animation	• In coordination with the CALL Adaptation and Disaster Risk Reduction (DRR) thematic Working Group (TWG) and CALL PMU, work on **designing** the branding and case contents, including kiosk (interchangeable), posters, x-banner, backdrop, microsite & social contents, animations, etc. as required.	01 set
Photo and video documentation	• **Photography** support includes branding, stage, presentation, speech delivery, storytelling, poster presentations, display, group photo, individual photo, activities, interactions, interviews of selected guests and participants, etc. The photographers are advised to use a zoom lens, a wide-angle lens, and so on, as required. • Provide **video documentation** services for the entire symposium, including interviews. Use of appropriate camera	01 set of photographs 01 video cut

	gadgets, e.g., 4K resolution cameras, gimbal, external mics, external lighting, etc.	
Event Webpage/ Microsite Development	• Design, develop, and maintain a dedicated event **microsite** in coordination with the Communications and IT, featuring key event information, registration, programme schedule, speakers, presentations, announcements, resources, and other relevant updates, with seamless integration with the CALL website through API/API-based data integration to ensure consistent information sharing and a unified user experience.	

3.4 Others

- Arrange **media** buying for media communication and coverage, including press invitations and releases, in coordination with the PMU and TWG for high-ranked media outlets - press, online, and electronic media (~7).
- **Arrange accommodation and meals** for approximately 20-25 experts/panellists travelling from Dhaka or other locations to participate in the symposium.
- Arrange the required logistics, including stage set-up, lighting and sound systems, for the local **evening cultural performance by the local performers** on day 1.
- Arrange **security and access control** to ensure the safety of the event, including controlled entry, guest verification, security screening, security coordination, incident response, and a first aid box, etc.
- Overall, the event management team will provide comprehensive support for pre-event venue and logistics set-up, installation, and arrangements; post-event venue and logistics wrap-up; and necessary transportation and communication support throughout the event.

4. Timeline

Four weeks after signing the contract.

5. Key deliverables

Sl.	Key deliverable
1	Conceptualization of the event, branding ideation, mock-up/3D view, execution plan
2	Designs and prepare the KV, Kiosk, souvenirs, X-stands, standalone, other branding visuals, animations
3	Arrangement of venue for two days
4	Venue setup, including greenery environment, a stage and head table, banquet seating, presentation switcher with pointer, complete PA sound system, LED/projector setup with on-site IT technical support, set-up for cultural performance, Wi-Fi connectivity throughout the venue, installing the branding materials
5	Arrangement Live Streaming and Projection by installing and managing high-quality live streaming and real-time projection
6	Printing, pasting and installation of the branding items, including display booth, case demo booth/corner, community exhibition zone, x-banners, posters, standalone, etc.
7	Production of souvenirs, including collection, making, printing, packaging
8	Photography (~300 photos) and a video cut not more than 3 mins of the symposium ensuring all moments along with video clips cut in reel format of the panellists, interviews,

	presentations, bites from the participants.
9	Arrange accommodation, travel and meals for approximately 20 experts/panellists for two days (actual basis, to be finalised)
10	Media coverage (~7)
12	Event webpage/microsite development and administration
13	Security and access control
14	Handover of the editable files in eps/ai versions

6. Intellectual property confidentiality and safeguarding

Any document, information or data entrusted to or produced by the service provider's interaction with the CALL Programme and Consortium shall be strictly confidential and cannot be disclosed by the service provider for any other purpose without the written consent of the management of CALL Consortium. This provision shall remain valid even after the completion of the project.

All photographs, raw images, edited photographs, knowledge resources and related visual materials produced under this assignment shall be the exclusive property of the CALL Programme.

The company/agency must sign the safeguarding policies and other relevant documents of Helvetas Swiss Intercooperation as the lead partner of the CALL consortium and as the initiator of this hiring process and carry out compliance with safeguarding throughout the contract period.

7. Budget and payment schedule

7.1 The budget for this assignment will be determined based on the proposal submitted.
7.2 The payment will be made through a bank transfer or an account payee cheque in favor of the firm upon successful completion of the assignment.

- 50% after submitting event planning and mock-up (digital)
- 50% upon successful execution of the event

7.3 VAT and TAX will be deducted at source during payment as per government rules and regulations.

8. Eligibility criteria

The agency/company will be evaluated against the following criteria:

8.1 The event management agency/company must have at least five (5) years of proven experience in organising high-profile national-level and regional-level events.
8.2 Demonstrated expertise and experience in organising climate- and environment-related events, including the implementation of environmentally sustainable (green) event management practices
8.3 The agency/company should provide evidence of prior experience working by submitting relevant work samples, references, or hyperlinks from previous events held at the same venue.
8.4 Updated legal documents including trade license, VAT/Tax documents, TIN, PSR and BIN
8.5 Cost-effectiveness of the proposal, including VAT & Tax

9. Evaluation criteria

The assessment of the quotations will start with an assessment of the administrative criteria. That means if these criteria are not met in your quotation, this quotation will be put aside, and the award criteria of the quotation will not be assessed. The quotations that meet the administrative criteria will be assessed against the award criteria. The award criteria are assessed according to the following distribution points:

Evaluation Criteria	Description	Weight (%)
Technical Proposal (total 10 pages)		
Criteria 01: Relevant Experience	Narrate in **two page** Note: The agency/company should provide evidence of prior experience working (at least 05 years) by submitting relevant **work samples, references, or hyperlinks** from previous events held at the same venue.	10%
Criteria 02: Conceptualisation, event planning, detailed approach, including eco-friendly branding ideas demonstrating climate and localisation, virtual design mock-up, etc., timeframe	Narrate in **six pages maximum** Note: Demonstrate expertise and experience in organising **climate- and environment-related events at national/regional level**, including the implementation of environmentally sustainable event management practices and clear execution planning of the event	30%
Criteria 03: Qualification and Team Composition	Narrate in **one page maximum** The agency/firm should have: Note: Evaluation of the structure and qualifications of the proposed team, including the roles and responsibilities of each member	10%
Criteria 04: Time-bound work plan and Risk Mitigation Plan	Narrate in **one page maximum** • Evaluation of the ability to meet delivery dates, including reliability and feasibility of the proposed execution timeline and workflow. • A requirement for the firm to submit a risk management/mitigation plan, outlining how potential risks during the planning and execution of the event will be identified and managed.	10%
Criteria 05: Virtual design demonstration (**only from top-ranking bidders for the next step of hiring)**	PPT, **10 slides maximum** The presentation is on the full journey during the event, including the climate adaptation concept, visual theme, stage, LED/backdrop, full venue, adaptation case demo booth, display, souvenirs, but not limited to these.	10%

Evaluation Criteria	Description	Weight (%)
Financial Proposal (02 pages)		
Criteria 06: Financial proposal	Narrate in **two pages maximum** • Cost-effectiveness and realism of the detailed budget plan in relation to the service proposed. • The proposal should include a list of all the materials/equipment required for this task	30%
Total		**100%**

9. Reporting

- The selected agency/company will directly report to the CALL PMU primarily and the Adaptation DRR TWG secondarily for technical stuffs.
- The agency/company will work closely with the CALL PMU team, consortium members, and implementing partners.

10. Submission requirements

Interested agency/company should submit the following:

The Technical and financial proposals must be submitted as two separate PDF files within 10 working days after the publication of the circular. Late and/or hard copy submissions will not be accepted.

A technical proposal: Not more than 10 pages

- The agency/firm must submit technical proposals as per **sections 03, 05 and 09**.
- The proposal must be submitted in **PDF** format.
- The proposal must use **A4-size paper**, **11-point font**, and **1-inch margins** on all sides.
- The agency/firm is required to present a virtual demonstration of the proposed event design structure in PPT format **(only for top-ranking bidders for the next step of hiring)**

A financial proposal: 02-page maximum

The budget shall be provided in Bangladeshi Taka, developed as a fixed-amount budget per deliverable (i.e., fixed cost per deliverable). The budget shall be divided per the deliberation and show the total amount, plus taxes. The firm/agency shall indicate modalities of payment.

Annex:

1) Detailed CV of the (lead/co-lead), company profile if applicable)
2) Copy of Tax Identification Number (TIN)
3) Business Identification Number (BIN)
4) Acknowledgement slip of the recent financial year/Proof of Submission of Return
5) Copy of updated Trade License Certificate (if available)

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Date 05.11.2026	Date 5.11.2026	Date 05.11.2026	Date 5/11/2026

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