

Terms of Reference

Service: Conference planning and management (event agency)
Project title: Media Futures East Africa Project
Location: East Africa (Kenya, Tanzania and Uganda) / Online
Assignment period: 01.07.2021 – 15.12.2021
Languages required: English
Application deadline: 02.06.2021 (Wednesday)

I. Background

Introducing DW Akademie

DW Akademie is Deutsche Welle's centre for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and independent decisions based on reliable facts and constructive dialogue.

DW Akademie enables people throughout the world to make decisions based on independent information, reliable facts and constructive dialogue. We stand for free media, free expression and free societies worldwide.

Introducing the partnership with the AKU Media Innovation Centre

The Graduate School of Media and Communications of the Aga Khan University (AKU-GSMC) aims to foster a diverse, independent, innovative, ethical, and economically thriving media and communications sector in East Africa that contributes to the creation of successful and sustainable societies in an era of technological and social change.

The AKU is committed to academic excellence and to the full utilization of educational technologies to enhance students' learning experience. Through ongoing partnerships with the media industry and prestigious overseas institutions, the AKU enlists international and local expertise to help establish its programs and services. Input from the media industry and the journalism academy – locally and globally – has helped foster the intellectual rigor and practical relevance needed to prepare East Africa's media for the challenges of the future.

Accordingly, AKU-GSMC is dedicated to advancing excellence in media performance, strengthening ethical practice, enhancing leadership, and promoting innovation and entrepreneurship across the media and communications sectors.

Media Futures Project

DW Akademie and AKU-GSMC have collaborated in the Media Futures East Africa Project to support informed communities through viable media in East Africa. To this end and through partnerships we will conduct research and training, and carry out acceleration and outreach, for media and other stakeholders. The Media Futures East Africa Project supports media that is free, independent, innovative, evidence-based and committed to society. Overall, the project aims to:

- 1) Bolster the viability of media outlets and
- 2) Galvanize media innovation in East Africa, with a focus not just on creative content but on new and sustainable business models for the future.

For more information on the project, please visit our website [here](#).

II. Scope of engagement and deliverables

The advertised service comprises the accomplishment of organizing and coordinating a successful hybrid conference package on behalf of the Media Futures East Africa Project.

The EAST Festival (*working title*) shall be a hybrid conference in Kenya (Nairobi), Tanzania (Dar es Salaam) and Uganda (Kampala) and exclusive online parts. The conference is hosted by the Media Futures East Africa Project (Aga Khan University and DW Akademie) and co-hosted by the Tanzania Media Foundation and Media Challenge Initiative) in October 2021 (*tbc.*).

The product vision is to create a professional ‘show – don’t tell event series’ on telling media stories from East Africa and to connect the media stakeholders in the region through storytelling and innovation. The conference is planned for four days, whereas three days shall be hybrid and two days online only – depending on the Corona related restrictions.

Conference Information

Date: October 2021 (*tbc.*) / one week (4-5 days)

Participants: up to 200 (maximum)

Location: Online with 3 hybrid events in Kenya, Uganda and Tanzania (each 1 day)

Deliverables

Under the leadership of the contracting party, following services shall be provided by the contractor:

Task A – Preparation and planning of conference

Manage / coordinate all the relevant activities necessary during the pre-event phase, such as:

- Conference landing **sub-webpage** as an add-on on our official website and (social) **communication strategy**: Support of project communication officer in creating and maintaining landing webpage (on existing domain / webpage) for the conference with some (interactive) tools. Providing all relevant conference information and details on the website and starting a pre-conversation / participant engagement (linked to existing (social) media channels and platforms of the project).
- **Event branding and advertising**: Manage the branding (“conference identity”), marketing and advertisement of the event via various methods in cooperation with graphic designer, communication office and conference lead.
- **Participant management and registration**, including identification, invitation and (technical) briefing of panellists and speakers. Ensuring that save-the-date and invitations for the event are in line with overall conference branding.

- Set-up of a virtual conference environment by provision of a suitable **online conference platform** and ensuring technical support over the entire contracting period. Technical coaching and support to all speakers and panellists on the use of the tool and presenting virtually.
- Overall **communication** and **coordination**: Coordinating organising committee and timelines. Handling of all communication with speakers, participants, and contributors (e.g. confirmation emails, answer enquiries, send registration, reminders). Collection of presentations, speeches, intervention: ensure all materials are collected ahead of the event. Send reminders and keep track of the status.
- Ensuring that **(static) pre-conference content** as videos or online tools are interlinked with overall technical set-up. Support in production / coordination, if necessary.
- Support in **scripting** the conference handbook, timelines and moderation.
- Assisting with national and regional **media work** (*on demand*).
- Assisting with **local logistics**: Support in finding and renting suitable venues and studios for live transmission, ensuring interoperability and technical support for all three locations (*optional*: studio in Germany, which is available and will be provided by contractor). Providing technical equipment, if needed (e.g. cameras, microphones, lightening).

Task B – Execution of the event / conference

Manage all relevant activities and ensure technical support regarding the execution of the event, such as:

- Opening of the **virtual environment** and ensuring the well-functioning of the platform; and checking all functions / interoperability of studios and technology prior to the event.
- **Live streaming and recording** of the conference and ensuring technical support (IT) incl. the conversion of the studio signal into an internet stream and providing necessary equipment for the service.
- **Technical support** to speakers and all participants during the conference. Event-day brief and technical tests with speakers, panellists and moderator: provide technical testing again on the day of the conference.
- Create a high-quality live streaming **studio set-up** for moderator duo plus 3 guests max. in Kenya with multiple cameras, professional environment and lighting and switching possibility. There should be the possibility to switch to the partner-studios in Kampala and Dar.
- Monitoring of the event and **management of the schedule**: ensure on-time delivery of presentations and the smooth running of the event.
- Support the preparation of physical sessions, with an online only back-up.
- (Online) **Distribution of conference materials** needed for the execution.
- Management of the chat and of the interaction tools: moderate the chat room and manage the interaction tools such as polls.

- Coordinate **Catering** for 20-30 participants in Kenya with the Media Innovation Centre and their official supplier.
- If needed, **accommodation** for max. 10 speakers and/or participants in Kenya only.

Task C: Post-event / conference management

Manage all the relevant activities linked to the aftermath of the event, such as:

- **Distribution of conference package** / materials to all registered participants, incl. follow-up pack with relevant documentation and materials and any other relevant documents.
- Design and distribute **feedback surveys**. Results shall be presented to the conference host.
- **Reporting and statistics**: report back on the event. Provide statistics on single sessions in coordination with conference co-hosts (regarding hybrid sessions).
- **Documentation** of the conference. Support in writing / filing conference report incl. video and photo material.
- **Share all recordings** of the conference with video production, who is in charge of producing a video documentation, timely after the event.
- **Thank you letters** to speakers, panellists and cooperation partners, as well as to participants.

IV. How to apply (*requirements*)

Applications shall be made in writing by June 2nd 2021 (Wednesday) and provide the following:

- Cover letter / Letter of application
- Concept note (incl. work plan / timelines)
- Financial proposal (budget) in local currency and in Euro (incl. VAT), divided by the above-mentioned areas of cooperation
- Names / CV's of the proposed organising team.

DW Akademie will assess all tender submissions and shortlist applicants for an interview.

A final decision on the appointment of the selected agency will be made following the interview and selection process. All candidates will be informed within 3 weeks.

Proposals (incl. budget) should be submitted in electronic form only to dw-akademie.media-futures@dw.com with Julia Gering (Julia.Gering@dw.com) and Juliane Nitz (Juliane.Nitz@dw.com) in cc. The deadline for all proposals is June 2nd, 2021.

If possible, please merge all required documents in one PDF for submission.