

# Terms of reference (ToR) for the procurement of services below the EU threshold

CONFIDENTIAL

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<b>Event Management Services for the Project Closing Event: Urban Labs Georgia: From Ideas into Action</b>	<b>Project number/ cost centre: G-011829-001</b>
	<b>Tender number 7000017160</b>

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## **0. List of abbreviations**

AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
FK	Expert
FKT	Expert days
KZFK	Short-term expert
ToRs	Terms of reference

## 1. Context

Name of the project: Sustainable Urban Development in Georgia (SUD)

Objective: The project works closely with selected cities in Georgia, in cooperation with a professional network of experts, local authorities, civil society organizations, and local communities, to promote participatory, climate-friendly, gender-sensitive, and integrated urban development in line with the principles of the New Urban Agenda. Through the Urban Labs approach, the project has supported local stakeholders in developing urban initiatives, strengthening participatory planning processes, and fostering collaboration among diverse actors at the municipal level.

Over the course of the first implementation phase, Urban Labs have been established and supported in several partner cities, creating platforms for dialogue, knowledge exchange, and collaborative urban development. In parallel, the project has facilitated networking and peer learning among urban practitioners, civil society representatives, municipal actors, and experts through a variety of events, trainings, and knowledge products.

To reflect on the achievements, lessons learned, challenges, and future opportunities emerging from the Urban Labs process, the project will organize a **Project Phase I Closing Forum and Urban Labs Experience Exchange Event - Urban Labs Georgia: From Ideas into Action** in Tbilisi. The forum will bring together, Urban Lab members from the 5 partner cities, civil society organizations, urban practitioners, experts, and other key stakeholders from across Georgia.

The event will serve as a platform to showcase project results, facilitate exchange of experiences among participating experts and planners, discuss good practices and lessons learned, and explore opportunities for future collaboration and sustainable urban development initiatives. The forum will also provide an opportunity to reflect on the contribution of participatory and inclusive approaches to local urban development and to discuss perspectives for the next phase of project implementation.

Project Duration: 01.02.2023 – 31.01.2027

## 2. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

### Scope of Services

The Contractor shall provide comprehensive event management, logistical, technical and organisational services for the successful preparation and implementation of the **Urban Labs Georgia: From Ideas into Action** in Tbilisi.

The event is expected to gather approximately 130 participants from Tbilisi, Batumi, Zugdidi, Gori, Samtredia, Oni and other project partner locations.

The Contractor shall be responsible for the following services:

### **Visibility and Event Materials**

The Contractor shall ensure appropriate visibility of the event and support communication and outreach activities before, during and after the forum, in line with the branding and communication guidelines provided by the Contracting Authority.

The Contractor shall provide the following services:

#### **Event Branding and Visibility Materials**

- Design, production, installation and removal of event branding materials, including:
  - Stage backdrop;
  - Name badges;
  - Registration materials;
  - Directional signage;
  - Printed agenda and participant materials;
  - Other visibility materials as required.

#### **Communication and Media Outreach**

- Develop and implement a communication and visibility plan for the event.
- Support outreach through relevant communication channels and media platforms.
- Prepare and distribute a press release before and/or after the event, subject to approval by the Contracting Authority.
- Liaise with media representatives and support media attendance where appropriate.
- Facilitate media coverage of the event, including interviews and photo opportunities, if requested.
- Promote the event through online channels, including social media platforms and relevant professional networks.
- Prepare post-event communication materials summarising key discussions, results and achievements of the forum.

#### **Digital Communication Materials**

- Design visual materials for online dissemination, such as:
  - Event announcement graphics;
  - Social media cards;

- Speaker introduction visuals;
- Post-event highlights and key messages;
- Produce one promotional reel (30–60 seconds) to advertise the event prior to its implementation, for dissemination through the Contracting Authority's communication channels.
- Short vertical video reel (30–60 seconds) capturing key moments of the event, prepared for publication on social media on the day of the event or within 24 hours after the event;.

All communication and visibility materials shall be submitted to the Contracting Authority for review and approval prior to publication or dissemination.

### **Event Documentation**

The Contractor shall provide:

- Professional photography services throughout the event;
- A minimum of 100 edited high-resolution photographs;
- Short photo selection for communication purposes within 48 hours after the event.
- Preparation of a short event highlights video (1–3 minutes) including editing and delivery of the final video within 10 working days after the event.

### **Event Coordination and On-site Management**

The Contractor shall:

- Manage participant registration (in line with Data Privacy Policy of GIZ see Annex 1);
- Coordinate all suppliers and service providers;
- Provide on-site event staff;
- Ensure smooth implementation of the programme;
- Liaise continuously with the Contracting Authority before and during the event.
- Support the selection and invitation of speakers, in close coordination with the Contracting Authority;
- Coordinate logistical arrangements for speakers in cooperation with the Contracting Authority.
- Prepare and distribute speaker information packages and briefing materials;
- Liaise with speakers before and during the event to ensure smooth implementation

- Prepare and disseminate the registration announcement in coordination with the Contracting Authority;
- Develop and manage the online registration process;
- Monitor registrations and provide regular registration updates to the Contracting Authority;
- Prepare participant lists and name badges.

The services shall be implemented in accordance with GIZ regulations and procedures

The Contractor shall ensure that all draft deliverables are submitted to the Contracting Authority for review and approval within the timeframes specified below. The implementation timeline shall take into account sufficient time for feedback, revisions and final approval prior to proceeding to the subsequent milestone.

<b>Milestones/process steps/partial services</b>	<b>Deadline/place/person responsible</b>
Kick-off meeting with the Contracting Authority and agreement on implementation timeline	Within 5 working days after contract signature; online or GIZ office; Contractor and Contracting Authority
Submission of draft invitation package (invitation text, registration form and communication materials) for approval	By 30 August 2026; Contractor
Submission of communication and visibility concept, including media outreach plan	At least 40 working days before the event; Contractor
Submission of draft event branding and communication materials for approval	At least 40 working days before the event; Contractor
Dissemination of invitations and launch of participant registration	35 working days before the event; Contractor
Final participant logistics plan and registration arrangements completed	At least 5 working days before the event; Contractor
Successful implementation of the event <b>Urban Labs Georgia: From Ideas into Action</b> (1-day event)	Event day; Tbilisi; Contractor
Delivery of selected photos for communication purposes	Within 2 working days after the event; Contractor
Delivery of complete photo package, video materials (if applicable), reel, media coverage summary and press clippings	Within 5 working days after the event; Contractor (promotional reel 10 days before event)
Submission of final event report, including participant statistics and overview of services provided	Within 10 working days after the event; Contractor

Period of assignment: from 01.08.2026 until 31.12.2026.

### **3. Concept**

- Event Management Approach
- Event Implementation Concept
- Communication & Visibility Concept
- Implementation Schedule
- Project Management
- Maximum 5 pages.

### **4. Personnel concept**

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 7), the range of tasks involved and the required qualifications.

The tenderer shall provide qualified personnel with relevant experience in event management, logistics, communication and conference organisation.

#### **Team Leader / Event Manager**

##### **Tasks**

- Overall responsibility for planning and implementation of the assignment and a smooth and professional implementation of the forum.
- Coordination of all event-related services and subcontractors.
- Coordination of the event management team.
- Main contact person for the Contracting Authority.
- Quality assurance and timely delivery of all services.

##### **Qualifications**

- University degree or equivalent professional qualification. (Technical Assessment Grid – Criterion 2.1.1)
- C1 level proficiency in Georgian and C1 level proficiency in English. (Technical Assessment Grid – Criterion 2.1.2)
- 5 years of professional experience in event management, conference organisation, public events or related fields. (Technical Assessment Grid – Criterion 2.1.3)
- 3 years proven experience in coordinating events of comparable scale and complexity. (Technical Assessment Grid – Criterion 2.1.5)

#### **Key Expert 1: Communication and Visibility Coordinator**

##### **Tasks**

- Coordination of communication, invitation management, participants registration and visibility activities.

- Preparation of communication materials and media outreach.
- Coordination of social media promotion, press releases and event documentation.

### **Qualifications**

- Relevant academic qualification or equivalent professional experience. (Technical Assessment Grid – Criterion 2.2.1)
- C1 level proficiency in Georgian and C1 level proficiency in English. (Technical Assessment Grid – Criterion 2.2.2)
- 3 years of professional experience in communications, public relations, media outreach or event visibility. (Technical Assessment Grid – Criterion 2.2.3)
- 3 years of experience in preparing communication products and coordinating event-related media activities. (Technical Assessment Grid – Criterion 2.2.4)

### **Supporting Staff**

The Contractor shall provide sufficient support staff for participant registration, event coordination, technical support and other operational tasks necessary for the successful implementation of the event.

### **Soft Skills**

All proposed personnel should demonstrate:

- Strong communication and coordination skills;
- Ability to work under time pressure;
- Teamwork and problem-solving skills;
- Client-oriented and results-oriented working methods.

The tenderer must provide a clear overview of all proposed short-term experts and their individual qualifications.

## **5. Organisational Experience**

The tenderer shall demonstrate proven experience in organising conferences, forums, workshops or similar public events.

The tenderer shall submit a portfolio of five (5) or more events implemented within the last five years that are comparable in scope and complexity to the assignment.

For each reference event, the following information shall be provided:

- Name and brief description of the event;
- Contracting authority/client;

- Date and location;
- Number of participants;
- Services provided by the tenderer (e.g. event management, communication and visibility, moderation, interpretation, participant registration, branding, media outreach, photography, video production and other related event management services);
- Contact person for reference (optional).

The portfolio may include photographs, communication materials, event programmes, media coverage or other supporting documentation demonstrating successful implementation.

## 6. Costing requirements

The financial proposal shall be submitted as a lump-sum offer and shall include all costs related to event management, communication and visibility, participant registration, speaker coordination, moderation, interpretation, technical support, event documentation and all other services described in Chapter 2.

Specification of inputs

Fee days	Number of experts	Number of days per expert	Total GEL	Comments
<b>Team Leader</b>	1	15		Overall responsibility for planning and implementation of the forum, coordination of all event services and suppliers, liaison with the Contracting Authority, and ensuring quality assurance and timely delivery of all services.
<b>Key expert 1</b>	1	10		Coordination of participant registration, speaker coordination, on-site logistics, coordination of suppliers and service providers, technical and operational event requirements, and support for the successful implementation of the forum.
<b>Key expert 2</b>	1	10		Coordination of communication, invitations, participant registration and visibility activities, preparation of communication materials and media outreach, and coordination of social media

				promotion, press releases and event documentation.
Other costs	Number	Price	Total	Comments
<b>Printed Materials</b>				Design, production and printing of event materials, including stage backdrop, registration desk branding, name badges, agendas, directional signage, roll-ups, speaker nameplates and other visibility materials as required.
<b>Other costs</b>				Communication and media outreach, digital communication materials, social media content creation, press release preparation and dissemination, professional photography, highlights video production, event documentation and other communication services required for the successful implementation of the forum.

## 7. Inputs of GIZ or other actors

- Overall event concept and objectives;
- Event agenda and programme;
- List of invited participants;
- Coordination with speakers and panellists;
- Approval of all communication and visibility materials;
- Branding and visibility guidelines;
- Relevant project information and content required for communication materials;
  
- Continuous coordination and feedback during preparation and implementation.

**Note:** All key deliverables shall be developed by the Contractor in close coordination with and subject to the prior review and approval of GIZ, where applicable.

## 8. Requirements on the format of the tender

The tender shall be submitted in English.

The structure of the tender should correspond to the structure of these Terms of Reference and include at least the following sections:

1. Technical Proposal
  - Understanding of the assignment;

- Event management and implementation approach;
  - Communication and visibility approach;
  - Implementation timeline;
  - Personnel concept.
2. Organisational Experience
- Description of the company;
  - Five (5) reference assignments of similar scope and complexity implemented during the last five years.
3. Personnel
- CVs of the proposed key personnel in accordance with Chapter 4.
4. Financial Proposal
- Detailed financial offer covering all services described in Chapter 2.

The technical proposal shall not exceed 10 pages, excluding CVs, references and supporting documents.

CVs shall not exceed four pages per person and shall clearly indicate the proposed position, relevant professional experience and role in comparable assignments.

Tenderers may submit supporting documentation demonstrating relevant experience, including reference projects, event portfolios, photographs, communication materials, media coverage or similar evidence of successfully implemented events.

The financial proposal shall be submitted as listed in Price Schedule and shall include all costs necessary for the implementation of the services described in these Terms of Reference.

### **Evaluation of Proposals**

The technical proposal will be evaluated based on the following criteria:

- Event management and implementation approach;
- Event Implementation Concept;
- Communication and visibility concept;
- Qualifications of key personnel;
- Organisational experience and reference assignments.

Detailed scoring and weighting are specified in the Technical Assessment Grid.

**9. Outsourced processing of personal data**

**10. Annexes**

1. Outsourcing of Data processing to be completed by the company.