

## **Terms of Reference**

**Call for proposal for a service provider to provide support to the Gauteng Department of Economic Development in organising a Small, Micro and Medium Enterprises Summit in February 2021.**

**Project:** Gauteng Province Virtual SMMEs Summit”

Application Deadline: 23 February 2021

Category: Event Management

Type of Contract: Institutional Contract

Languages Required: English

Starting Date: On signing the contract

Expected Duration of Assignment: One month

### **1. INTRODUCTION**

The White Paper on a National Strategy for the development and promotion of small business in South Africa states: “The stimulation of small, medium and micro enterprises must be seen as part of an integrated strategy to take Gauteng’s economy onto a higher road – one which is diversified, productivity enhanced, investment is stimulated and entrepreneurship flourishes” (Ntsika, 2017).

The National Development Plan (NDP) envisages that by 2030, 90% of the 11 million jobs to be created will be through small to medium enterprises, supported by government.

The Gauteng Department of Economic Development (GDED), through the Township Economic Revitalisation (TER) strategy has identified entrepreneurship as a pathway towards accelerated and sustainable shared growth for Gauteng as a means of employment generation and creating sustainable livelihoods.

The Gauteng Provincial Government has established a sound policy platform for SMME growth and development and this includes broad, overarching strategies such as the Reconstruction and Development Programme (RDP), Growth, Employment and Redistribution (GEAR), Broad-Based Black Economic Empowerment (BBBEE), the Accelerated and Shared Growth initiative for South Africa (ASGISA), and the Joint Initiative on Priority Skills Acquisition (JIPSA), the National Skills Development Strategy and the National Local Economic Development Framework which established an important foundation for SMME development

Consequently, the GDED will be hosting the Provincial SMME Summit to establish a vibrant SMME sector that can effectively respond to the triple challenge of unemployment, job creation and poverty alleviation and ultimately generating higher production volumes.

## **2. Purpose of Summit**

The purpose of the summit is to create a platform for SMMEs within various sectors to dialogue and interface with corporates through B2B engagements - accelerate the development and empowerment of SMMEs. In addition, the SMME Provincial Summit represents an important trajectory for economic and social participation and upward mobility, by allowing disadvantaged or marginalised groups, including young people, women, ethnic minorities and the disabled, to participate in the economy.

## **3. Scope of Work**

### **Pre-Summit**

- Pre event logistics:
  - i. Client & Supplier Liaison,
  - ii. Registration and Guest List Management
- Budget for the overall event:
  - i. Comprehensive and detailed budget
  - ii. Book keeping and financial management
- Acquisition of the Virtual Conference Platform with the following functionalities:
  - Reception Area: Registration/Login / Onboarding
  - Main Platform to host plenary of 300+ people (including 250 SMMEs)
  - Break away rooms functionality: Workshops and Business lobbies
  - Exhibition: Interactive virtual exhibition functionality
  - Live Broadcast functionality to social media and other media (radio and tv)
  - Chat Functionality
  - Analytical Reporting Matrix
  - Profile management (SMMEs, Speakers & Sponsors)
  - Info & Updates: Programme, Line-up, directory of all exhibitors
  - On-Demand Content Library (downloadable information)
  - Push notifications
  - Podcasting
  - Media invitations

### **During the Summit**

- Event management:
  - i. Stakeholder Liaison and Management
  - ii. Guest List Management: Access Certificates Control
  - iii. Media Liaison
  - iv. Social Media Monitoring and Management: Content
  - v. Content Development
    - a. Content for the convening platform
- Logistics Management:
  - i. Technical Support and Troubleshooting
  - ii. Back end support for participants and speakers
- Facilitate movements and Engagement:
  - i. Movements from the plenary to the breakaway rooms
  - ii. Interaction between stakeholders and the participants
  - iii. Monitor chat rooms for questions and queries
- Production:

- i. AV control and recording
- ii. Marketing material and conference flow management
- iii. Gathering and packaging content generated: Speakers Notes and presentations and any material containing the information useful to the participants
- iv. Live broadcast Social Media Management
- v. Podcasts

#### Post-Summit

- Conference Close Out Report: Financial Reports etc
- Attendance registers for all stakeholders (SMMES, Corporates and Sponsors)
- Facilitation of engagements with the sponsors/Sending out gratitude letters
- Post media relations on the summit
- Content Development:
  - Compiling, recording, and editing stories of resilience
  - Comprehensive SMMES profile development of the 250 SMMES
  - Content for mainstream media
- Collate and analyse data provided by SMMES from the SME-DE platform
- Identify strategic partners that can offer SMMES access to market opportunities
- Visibility of SMMES on mainstream social media

#### 4. Timelines

One month from signing of the contract

#### 5. Governance and Accountability

The service provider will report to the UNDP Team Leader for Inclusive Growth and Director for Special Project and International Relation in the Department of Gauteng Economic Development Department

#### 6. Professional Qualification and Experience its Key Personnel

A company profile detailing previous work history and experience must be attached to the proposal.

##### 6.1. The Company

- More than 5 years' experience organising business conference or corporate events
- Each company will submit portfolio/s of previous sponsorships acquired for events and/or productions. This showcase must include a brief descriptor of sponsors. For each portfolio we require a reference letter from client/s.
- Experience of the service provider in the coordination of a public event, we will also need a reference letter/s
- Selected service providers will be required to pitch the concept of the Provincial SMME Summit

##### 6.2. *Experience of key personnel who will form part of the project team*

##### 6.2.1. Team leader

*Experience and Skills*

- The team leader must have more 5 years' experience in event management
- Strong project management skills spanning over 5 years.
- Communication and marketing skills.
- Good leadership skills.
- Highly Organized.
- Multi-tasker.
- Good time management.
- Expert interpersonal skills.
- Risk management experience.
- Experience in raising sponsorship for events

#### *Qualification*

- Degree in Public Relations, Communications, or Hospitality.

*\*This is not the case with some companies, for example, I don't have the qualification, but my 16 years of experience and client testimonials attest to the capability and this is the case with most companies*

#### *6.2.2. Support Staff (5)*

#### *Experience*

More than 3 years' experience in event management and coordinating business events like seminars and business summits.

#### *Qualifications and skills*

Diploma in Public Relations, Communication or Hospitality

*\*This is not the case with some companies, for example, I don't have the qualification, but my 16 years of experience and client testimonials attest to the capability and this is the case with most companies*

### **7. Duration of Assignment:**

This assignment will be completed within (30) working days and will be completed before 31 March 2021.

### **8. Institutional Arrangements**

This event will be co-hosted by UNDP and Gauteng Economic Development Department (GDED), therefore the successful company will report to Programme Manager for Inclusive Growth and the Director for Special Projects and International Relations in the GDED

## 9. Criteria For Selection

Selection criteria will be based on a qualification, knowledge and experience. Proposal will be weighted at a maximum of 100 points with 70% pass rate. The selection of the successful institution with required team of experts will be aimed at maximising the overall qualities in required areas of competence. This will be broken down in the following manner:

Criteria for Selection			Points Allocated
(As per RFQ or RFP)			Per Criteria
1		<b>Technical Proposal</b>	<b>60</b>
		Expertise of institution/Company submitting Proposal demonstrating relevance of: <ul style="list-style-type: none"> <li>- Specialized Knowledge in organizing virtual corporate events and public events</li> <li>- Experience in resource mobilization</li> <li>- Designed and successfully delivered more than 10 events in the last five years</li> </ul>	35
		Proposed Work Plan and Approach: <ul style="list-style-type: none"> <li>- Is the scope of task well defined and does it respond to the TORs?</li> <li>- Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?</li> </ul>	25
2		<b>Knowledge, experience and Qualification of Team Members</b>	<b>40</b>
	Team Leader	<b>Qualification:</b> Degree in Public Relations, Communications, or Hospitality, Project Management Qualification	5
		<b>Knowledge and Skills:</b> <ul style="list-style-type: none"> <li>• Communication and marketing skills.</li> <li>• Good leadership skills.</li> <li>• Expert interpersonal skills.</li> <li>• Risk management skills.</li> </ul>	10
		<b>Experience:</b> The team leader must have more 5 years' experience in event management <ul style="list-style-type: none"> <li>• Strong project management skills spanning over 5 years.</li> <li>• Highly Organized.</li> <li>• Multi-tasker.</li> <li>• Good time management.</li> <li>• Risk management experience.</li> <li>• Experience in raising sponsorships for events</li> </ul>	10
	Support Staff.	<b>Qualification:</b> Minimum diploma in Public Relations, Communication or Hospitality	5

		<b>Knowledge and Skills:</b> Knowledge and skills of coordinating and managing the logistics and hosting of business events to ensure cost-effective, well-run events which provide customers with a truly great experience.	5
		<b>Experience:</b> Three years' experience in coordinating and managing the logistics and hosting of business events.	5
<b>TOTAL TECHNICAL SCORE (Passing Rate = 70%)</b>			<b>100 pts</b>

*\*kindly consider and investigate other RFP's for events, the qualifications are not normally mandatory and might exclude great companies or individuals who are experienced from pitching*