



**TERMS OF REFERENCE**  
**Contract for the Public Relations Company**  
**Event Communication Services**

**IPDCTalks in The Gambia : Access to information and the potential for The Gambia's  
development**  
**Banjul, September 28th 2018**

**IPDCTALKS: General Information**

The International Programme for the Development of Communication (IPDC) is the only multilateral forum in the UN system designed to mobilize the international community to discuss and promote media development in developing countries. The Programme not only provides support for media projects, but also seeks to secure a healthy environment for the growth of free and pluralistic media in developing countries. Over the last 30 years, the IPDC has focused on the most urgent topics in communication development all around the world, covering areas such as the promotion of media independence and pluralism, development of community media, radio and television organizations, modernization of national and regional news agencies, and training of media professionals.

Consequently, the IPDCTalks is a day of dialogue and exchange, held annually every September 28, to celebrate the [International Day for Universal Access to Information](#). The main goal of the event is to highlight the importance of Access to Information and to address core issues around this access, which are crucial for a sustainable development and future as well as good governance.

**IPDCTALKS 2018 & The Gambia Context**

The IPDC, in association with the Information for All Programme (IFAP) will organize the third IPDCTalks in Cartago, Tunisia as well as in about ten additional decentralized whole-day events spread across Africa, Asia Pacific, Europe and Latin America on September 28<sup>th</sup>, 2018. With financial support from the Netherlands, Finland and Lithuania, The Gambia has been selected to host the IPDCTalks this year. The country is in a unique position considering the recent country's peaceful transition. Since then, the media's role has continued to evolve, accommodating for innovative approaches to news items and encouraging active engagement among the public.

For this event in The Gambia, local actors from various industries- private, public, media/journalists, celebrities and educational- are targetted to showcase concrete examples of innovative and creative initiatives that foster public access to information and thereby facilitate engagement and progress towards country-relevant Sustainable Development Goals. In addition to these participants, an effort is driven to engage the next generation of decision-makers. To this end, prior to the event, a student video contest will be launched through which students will be asked to suggest (by submission of a 3 minute long video) original ideas and initiatives in relation to the theme and how it can be applied to The Gambia in particular. The winner will be granted the chance to present at the event on September 28th, the two runner-ups will be announced throughout the day.

The proposed format of the IPDCtalks consists of a morning and afternoon session during which a maximum of 10 speakers will deliver a 10-minute long TEDx-style speech. These concise, skillful and eloquently memorized talks are expected to convey the speakers' experiences and their conception on the topic of Access to Information for The Gambia's development. Subsequently, they will engage with the attendees through a Q&A session.

### OBJECTIVE

The immediate services of a Communication/Public Relations Company are required to support UNESCO-Regional Office for West Africa (Sahel) based in Dakar, Senegal in coordination with The National Commission of The Gambia's Steering Committee. This contractor will mainly ensure the technical capacity as well as plan and implement the communication/public relations strategy for the IPDCTALKS event to be held in Banjul, The Gambia, on September 28<sup>th</sup>, 2018.

### TASKS

The contractor will design and implement the communication plan of the IPDCtalks event to be held in Banjul, The Gambia, on September 28<sup>th</sup>, 2018. The contractor will primarily perform the following tasks and may partake in some additional duties related to the communication plan of the event.

- Effectively plan the visual concept of the event through the elaboration of a script of the event's flow
- Adapt and disseminate outreach materials provided by UNESCO to roll out an effective communication plan before, during and after the event
  - Hardcopy promotional materials such as banners, kakemonos and posters
  - Program booklet which includes the agenda and the speakers' biographies in printable and electronic versions
  - Ensure the event visibility via social media before the event
  - Live broadcast and ensure social media presence during event for larger coverage
  - Design the communication tools essential for the event: Pins/badges for the speakers, certificates for the video contest winners'
  - Promote the event via local media
  - A video clip which either includes impression video shots of the event or key highlights from the most interesting speakers
  - A final produced and edited video aggregating the whole day
  - The original, non-edited, raw version of the recordings and high resolution photos
- Provide adequate technical capacity in line with the type of event envisioned
  - Find and secure a proper venue
  - Decoration of the stage and the event place
  - Adequate lightning for main spotlight on the speaker on theater stage and if possible headset microphones should be available for the speakers to wear during their presentations
  - Large screen behind the stage with one slide to permanently be displayed behind each speaker with the title of his/her presentation and the IPDC Talk 2018 official communication visual backdrop
- The retransmission of the production of the student contest video winner
- A final activity report to be submitted to UNESCO Dakar for approval
- Coordinate and be responsive to the activities of the National Commission of The Gambia's Steering Committee

- Support in identifying a moderator for the event

### **CONTRACT DURATION**

From August 17<sup>th</sup> to October 15<sup>th</sup>, 2018

### **DELIVERABLES**

- ✓ A Steering Committee, comprised of a maximum of 10 members, to work under the authority of the National Commission of The Gambia
- ✓ An elaborated, written communication plan including a script of the event's flow
- ✓ A program booklet (in printable and electronic versions) which includes the agenda and the speakers' biographies
- ✓ A final 1-2 minute long produced and edited video of the day event which captures key highlights of each speaker and an overview of the whole day- October 1<sup>st</sup>
- ✓ The rushes of videos taken during the event, and high resolution photographs
- ✓ A concise activity report, elaborating on the overall event, the number of attendees, the consultant's output and outcomes as well as difficulties encountered and future recommendations

### **FEES AND WORK ARRANGEMENTS**

UNESCO will remunerate a lump sum upon receipt and approval of the totality of deliverables. The contractor will perform duties in The Gambia.

Payment 1: An elaborated, written communication plan including a script of the event's flow (30%).

Payment 2 : A validated concise activity report (70%).

### **EXPERIENCE AND COMPETENCIES**

- 3 to 5 years relevant professional experience in media/advertising and/or event planning in sub-Saharan Africa.
- Based in The Gambia
- Proficient audiovisual, event recording and video production capabilities

***Interested entities should submit their application including technical and financial proposals as well as evidence of previously organized similar events in The Gambia to Mrs. Théodora Samba (t.samba-taliane@unesco.org) by August 10<sup>th</sup> , 2018. No late applications will be accepted. Only short-listed applicants will be contacted.***