

FSD ETHIOPIA

Terms of Reference

Provision of Event Management Services

Call for Proposals / Framework Agreement

Issuing Office	FSD Ethiopia
Publication Date	August 12, 2026
Closing Date and Time	August 23, 2026
Contract Type	Framework agreement / retainer arrangement with task orders
Expected Duration	One year, with possible extension subject to performance, need and budget availability
Location	Primarily Addis Ababa, with possible assignments in other locations in Ethiopia and online/hybrid formats

1. About FSD Ethiopia

FSD Ethiopia is an agency that supports the development of accessible, inclusive and sustainable financial markets for economic growth and development. Its work focuses on identifying underlying causes of financial system constraints, facilitating market actors to address those constraints, and helping build a functional and effective financial sector that delivers value to the broader economy and the people of Ethiopia.

FSD Ethiopia provides technical assistance, grants and research insights to policymakers, regulators and market actors. Its work brings together government institutions, regulators, financial institutions, development partners, civil society organisations, the private sector, researchers and other stakeholders across Ethiopia's financial sector.

2. Background and Rationale

FSD Ethiopia convenes regular public, technical and stakeholder-facing events as part of its programme delivery, policy engagement, research dissemination, learning, communications and advocacy work. These events may include workshops, launches, consultations, policy dialogues, training sessions, roundtables, high-level convenings, internal learning sessions, media engagements and hybrid or virtual engagements.

FSD Ethiopia therefore seeks to engage a qualified, experienced and reliable event management firm to provide professional event planning, logistics, supplier coordination, branding, audio-visual, registration, media coordination, photography, videography and post-event administration services on a call-down basis. The selected firm will work under a framework arrangement, with specific assignments issued through approved statements of work, task orders or purchase orders.

3. Objective of the Assignment

The objective of this assignment is to establish a professional event management arrangement that enables FSD Ethiopia to plan and deliver high-quality, timely, well-branded, inclusive and well-coordinated events that meet institutional standards, stakeholder expectations and value-for-money requirements.

4. Expected Types of Events

- Stakeholder validation workshops and consultative meetings;
- Policy dialogues, roundtables and technical discussions;
- Report launches, research dissemination events and public briefings;
- Training sessions, capacity-building events and internal learning events;
- High-level meetings involving government, regulators, financial institutions, development partners and private sector actors;
- Media engagements, press briefings and visibility events;
- Hybrid and virtual events requiring livestreaming, online participation or digital facilitation support;
- Other FSD Ethiopia events as may be required during the contract period.

The number, size and nature of events will vary depending on FSD Ethiopia's programme needs. Events are expected to occur regularly, with the possibility of additional assignments based on organisational requirements.

5. Scope of Services

The selected firm will be expected to provide end-to-end event management support. The scope below will be applied according to the approved statement of work for each specific event.

5.1 Event Planning and Pre-Event Coordination

- Develop a detailed event work plan, implementation timeline, checklist and delivery calendar for each assignment;
- Prepare a run of show, floor plan, supplier schedule, production schedule and coordination plan in consultation with FSD Ethiopia;
- Provide realistic budget estimates, quotations and cost options for each event before commitments are made;
- Participate in planning meetings and maintain regular communication with FSD Ethiopia's designated focal persons;
- Identify key risks early and propose mitigation actions for logistics, attendance, supplier performance, protocol, technology and timing.

5.2 Venue and Logistics Management

- Where FSD Ethiopia identifies or secures a venue, coordinate all venue-related administration and logistics in line with the approved agenda, seating plan and run of show;
- Where requested, source suitable venue options and provide comparative information on capacity, cost, accessibility, location, facilities and suitability;
- Coordinate venue set-up, stage, seating, registration desk, VIP arrangements, signage, branding placement, parking guidance, accessibility needs, security arrangements and catering flow;
- Ensure readiness of rooms, breakout spaces, interpretation arrangements, power supply, internet access, lighting, temperature control and other logistical requirements;
- Provide on-site troubleshooting and ensure that event set-up is completed ahead of participant arrival.

5.3 Supplier and Vendor Management

- Identify, secure, coordinate and supervise suppliers and service providers required for each event, subject to FSD Ethiopia's prior approval;
- Manage suppliers for printing, branding, audio-visual, livestreaming, photography, videography, furniture, transport, decoration, technical support and related services;
- Ensure suppliers deliver agreed outputs on time and at the approved quality standard;
- Remain fully responsible for the performance of any subcontractors or suppliers engaged for the assignment;
- Obtain prior written approval from FSD Ethiopia before subcontracting any core service.

5.4 Guest Management, Invitations and Registration

- Support the preparation and distribution of approved invitations, registration links and reminders based on FSD Ethiopia's approved guest list and communication approach;
- Manage RSVPs, confirmations, special requirements, protocol arrangements and participant follow-up;
- Provide on-site registration, welcome desk support, guest guidance, seating support and VIP handling;
- Prepare and maintain accurate attendance records, including names, organisations, titles, contact details and consent requirements where applicable;
- Ensure registration and participant data are handled confidentially and in line with data protection requirements.

5.5 Design, Branding and Production

- Develop creative concepts and design options for event materials in line with FSD Ethiopia's brand guidance and any applicable partner or donor visibility requirements;
- Design and produce event materials, which may include backdrops, roll-up banners, stage branding, podium branding, media backdrops, table branding, name tags, agenda sheets, invitations, signage, directional materials and digital assets;
- Submit all designs for FSD Ethiopia's review and approval before production;
- Ensure high-quality printing, installation, dismantling and safe handling of all branded materials;
- Provide editable design files and final print-ready files to FSD Ethiopia as part of the event archive.

5.6 Audio-Visual, Livestreaming and Digital Event Support

- Provide or coordinate appropriate sound systems, microphones, speakers, screens, projectors, monitors, lighting, cameras, streaming equipment and technical personnel;
- Conduct technical checks and rehearsals before the event, including microphone testing, presentation testing, camera framing, connectivity checks and streaming tests;
- Provide livestreaming, recording, switching, back-up internet and technical support where required;
- Support hybrid or online participation arrangements, including online meeting platforms, virtual participant management and recording where requested;
- Provide immediate technical troubleshooting during the event.

5.7 Photography, Videography and Post-Production

- Provide professional photography and videography services for each event as required by the approved task order;
- Capture key moments, speakers, panels, participants, branding, networking, group photos and other relevant visuals;
- Produce edited short highlight videos and, where required, full-session or long-form edited videos for FSD Ethiopia's use;
- Provide raw footage and high-resolution photographs, organised and labelled for easy retrieval;
- Incorporate FSD Ethiopia's comments on edited outputs and submit final approved versions within the agreed timeline.

5.8 Media Relations and Visibility Support

- Support media outreach for selected public-facing events, including preparing a media invitation list, sending approved invitations, tracking RSVPs and coordinating media attendance;
- Set up and manage a media desk, media space and interview/photo opportunities where applicable;
- Distribute FSD Ethiopia-approved media kits, press releases or background materials;
- Prepare a media attendance and coverage summary after the event;
- The firm shall not speak on behalf of FSD Ethiopia or issue public statements without prior written approval.

5.9 On-Site Event Management and Staffing

- Deploy adequate personnel for each event, including an event/project manager, logistics coordinator, AV lead, registration staff, ushers, photographer, videographer, media/PR focal person and other support staff as required;
- Ensure all personnel are briefed on the agenda, protocol, safeguarding, guest handling, branding standards and escalation procedures;

- Manage the registration desk, participant movement, speaker readiness, timekeeping support, supplier coordination and overall event flow;
- Ensure that all staff maintain professional conduct, confidentiality and respect for participants.

5.10 Risk, Safeguarding, Accessibility and Incident Management

- Prepare a simple risk and contingency plan for each event, covering logistics, suppliers, health and safety, crowd management, protocol, equipment failure, power interruptions, connectivity and emergency response;
- Ensure events are accessible and inclusive, including reasonable support for participants with disabilities or special requirements where applicable;
- Comply with FSD Ethiopia's safeguarding, non-discrimination, anti-corruption, integrity and code of conduct requirements;
- Notify FSD Ethiopia immediately of any incident, safeguarding concern, conflict of interest, supplier failure, data breach or issue that may affect successful delivery;
- Resolve problems that may affect successful event execution within a maximum of 24 hours after notification, unless the issue requires immediate action.

5.11 Post-Event Administration and Reporting

- Prepare a concise event completion report for each event covering administrative, logistics, supplier, attendance, branding, media, photo/video and delivery aspects;
- Provide participant statistics, media attendance, key operational lessons, supplier performance notes and recommendations for future events;
- Submit a media report where media engagement is part of the approved task order;
- Submit all required financial supporting documents for reimbursable or approved pass-through costs;
- Rapporteur services, technical minutes, detailed proceedings, policy notes or substantive documentation of discussions are excluded from this ToR unless separately requested and agreed in writing.

5.12 Archiving, Asset Management and Handover

- Establish a systematic archive for each event, including final designs, print files, approved materials, attendance data, photographs, videos, livestream recordings, edited products, supplier documents and reports;
- Hand over the archive to FSD Ethiopia on a hard disk or through an agreed folder structure or storage platform;
- Ensure all files are clearly labelled by event name, date, deliverable type and version;
- Do not use FSD Ethiopia photographs, videos, designs, participant data or materials for promotional purposes without prior written approval;
- Maintain records and make them available for review or audit upon request during the contract period and for the period required by the contract.

5.13 Framework Arrangement and Task Orders

- The selected firm will be engaged through a framework arrangement. Each event will be governed by a specific statement of work, task order or purchase order issued by FSD Ethiopia;
- No expenditure, supplier commitment or production cost shall be incurred without prior written approval from FSD Ethiopia;
- The firm shall maintain an approved rate card and bill of quantities for common services, while event-specific variable costs shall be quoted and approved case by case;

- FSD Ethiopia reserves the right to request alternative quotations, negotiate costs, approve or reject suppliers, and remove items that are not required for a specific event.

6. Services Excluded Unless Specifically Requested

The following services are excluded from the standard scope of this ToR and shall only be provided if separately requested, costed and approved in writing by FSD Ethiopia:

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- Drafting of technical content, speeches, presentations, concept notes, research summaries or policy papers;
- Media buying, paid advertising, paid influencer engagement or campaign placement;
- Participant travel, accommodation, per diems, protocol gifts or reimbursements;
- Venue rental, catering and high-cost direct expenses, unless specifically included in an approved task order;
- Long-term storage of FSD Ethiopia assets with the service provider, unless agreed in writing;
- Any use of alcohol or entertainment costs not expressly approved by FSD Ethiopia.

7. Key Deliverables and Indicative Timelines

The exact deliverables will depend on the scope of each task order. The selected firm will normally be expected to deliver the following:

No.	Deliverable	Indicative timeline
1	Event implementation plan, checklist and delivery calendar	Within two working days after task order/SOW approval, or as agreed
2	Budget estimate, supplier quotations and proposed BoQ	Before any supplier commitment or production work
3	Run of show, floor plan, supplier schedule and risk plan	At least five working days before the event, unless otherwise agreed
4	Final approved event designs and print-ready files	According to the event production timeline approved by FSD Ethiopia
5	Registration/RSVP tracker and final attendance list	Updated before the event and finalised within two working days after the event
6	On-site event management, set-up and technical support	On the event day(s)
7	High-resolution event photographs	Initial selection within two working days; final organised folder within five working days
8	Draft short highlight video, where required	Within 24 hours after completion of shooting
9	Draft short-form, long-form/full-session edited video, where required	Within five working days after completion of shooting
10	Final edited videos after FSD Ethiopia comments	Within 10 working days, or within the timeline agreed for the event

11	Event completion/admin report	Within five working days after the event
12	Media report, where media engagement is included	Within 10 working days after the event
13	Final event archive and handover folder on a hard disk	Within 10 working days after the event or after final approval of edited outputs

FSD Ethiopia may revise timelines for urgent events, large-scale events or assignments involving multiple partners.

8. Required Team Composition

Bidders should propose a qualified core team with clear roles and relevant experience. At minimum, the proposed team should include:

- Account lead / project manager responsible for overall delivery and communication with FSD Ethiopia;
- Production manager / event producer responsible for production planning, supplier coordination and delivery oversight;
- Event supervisor responsible for on-site quality control, staff coordination and escalation;
- Logistics coordinator responsible for venue, transport, materials and supplier logistics;
- Creative designer / branding focal person responsible for event materials and print production;
- Audio-visual and livestreaming lead, supported as required by qualified sound and lighting technicians, responsible for technical set-up, rehearsals and troubleshooting;
- Media / PR manager responsible for media outreach and media-desk coordination where required;
- Photographer, videographer and video editor with demonstrable event experience;
- Registration / guest-management lead and trained registration staff / ushers / hostesses;
- Finance / administration focal person responsible for quotations, invoices, receipts and supporting documents.
- Bidders may combine compatible roles where this is operationally justified, provided that responsibilities remain clear and service quality is not compromised. Role titles and personnel categories in the technical proposal must correspond to the financial rate card in Annex A.

The service provider shall not replace key personnel without prior written approval from FSD Ethiopia. FSD Ethiopia may request replacement of any personnel whose performance, conduct or suitability is not satisfactory.

9. Eligibility and Minimum Requirements

- Valid business registration, trade licence, TIN/VAT registration where applicable, and tax clearance or evidence of tax compliance;
- Minimum of five years of demonstrated experience in professional event management, communications production or related services;
- Proven experience delivering events for development organisations, financial sector institutions, government bodies, regulators, corporate clients or international partners;
- Evidence of at least five comparable events delivered in the last three years, including photographs, client references or links to outputs;
- Capacity to deliver high-quality branding, printing, audio-visual, livestreaming, photography, videography and post-production services;
- Ability to manage high-level stakeholders, VIPs, media, protocol-sensitive events and multi-stakeholder convenings;
- Demonstrated supplier network and ability to mobilise reliable equipment and staff at short notice;

- Adequate internal controls for budget management, documentation, data protection and quality assurance;
- Commitment to safeguarding, non-discrimination, anti-corruption, confidentiality and professional conduct.

10. Proposal Submission Requirements

10.1 Technical Proposal

- Brief understanding of the assignment and proposed approach to providing event management services to FSD Ethiopia;
- Methodology for planning, coordinating, delivering and reporting on events;
- Quality assurance approach, risk management approach and escalation process;
- Proposed team structure, roles and CVs/profiles of key personnel;
- Company profile and relevant experience, including evidence of similar assignments;
- Portfolio of previous event designs, branding, photography, videos, livestreams or related outputs;
- Client references and contact details for at least three recent clients;
- Approach to safeguarding, data protection, confidentiality and anti-corruption compliance;
- Conflict of interest declaration.

10.2 Financial Proposal

- Detailed rate card and bill of quantities for common event management services;
- Breakdown of fixed management/service fees and variable event costs;
- Unit rates for staffing, design, printing, branding, AV equipment, livestreaming, photography, videography, editing, transport, storage and other relevant services;
- Clear indication of taxes, VAT, withholding tax treatment and any reimbursable costs;
- Validity period of the financial proposal, which should be at least 90 calendar days from the submission deadline;
- Any assumptions, exclusions or conditions attached to the financial proposal.

11. Evaluation Criteria

Proposals will be evaluated using a combined technical and financial assessment. Only bidders that meet the mandatory administrative requirements will proceed to detailed evaluation.

Evaluation area	Maximum score
Technical proposal	70
• Understanding of assignment and methodology	10
• Relevant institutional experience and portfolio	20
• Quality and experience of proposed team	15
• Creative, branding, AV, livestreaming and production capacity	10
• Risk management, quality assurance and operational readiness	10
• Compliance approach, data protection and safeguarding	5
Financial proposal	30
Total	100

FSD Ethiopia may invite shortlisted bidders for clarification, presentation, negotiation or reference checks before final selection.

12. Submission Instructions

Interested firms should submit their technical and financial proposals in separate files by the deadline stated in the call for proposals.

Item	Details
Submission deadline	August 23, 2026
Submission address/email/platform	bids@fsdethiopia.org
Subject line	Proposal for Event Management Services - [Company Name]
Clarification deadline	Monday, August 17, 2026, at 5:00 p.m. East Africa Time
Contact for clarifications	bids@fsdethiopia.org
Required format	PDF submissions for proposals; editable files may be requested from the selected bidder
Late submissions	Late submissions may be rejected in line with FSD Ethiopia procurement procedures

FSD Ethiopia will conduct the procurement process in accordance with its applicable policies and procedures. It may seek clarification, negotiate with shortlisted bidders, accept or reject proposals, cancel the process, or award the contract in whole or in part. Bidders will be notified of any material change to the process, and no bidder will be entitled to reimbursement of proposal-preparation costs.

Annex A: Indicative Financial Proposal / Rate Card Template

Bidders should adapt the table below and provide unit rates in Ethiopian birr. The template is indicative and not exhaustive. Bidders must include all cost items required to deliver the services, even where an item is not listed. All assumptions, taxes and exclusions should be clearly stated.

Cost item	Unit	Proposed unit rate / comments
Event management / project management fee	Per event / per day / monthly retainer	
Production manager	Per day	
Event producer / coordinator	Per day	
Event supervisor	Per day	
Logistics coordinator	Per day	
Registration staff / ushers / hostesses	Per person per day	
Usher/hostess outfit rental	Per person / per event	
Rapporteur / documentation specialist	Per rapporteur per day	
Rapporteur report / proceedings editing and finalisation	Per report / per event	
Media/PR manager	Per event / per day	May include journalist invitation, RSVP tracking, media handling, PR translation and post-event media follow-up
Graphic design and creative adaptation	Per item / package	

Stage backdrop banner printing	Per square metre	
Stage setup, backdrop installation and dismantling	Per event / per square metre	
Podium cutout board / podium branding	Per square metre / per item	
Roll-up banners	Per piece	
Media / press backdrop	Per square metre	
Coffee table branding	Per piece / square metre	
Panel table centrepiece	Per piece	
Name tag with lanyard	Per piece	
Agenda black-and-white printing	Per page	
Agenda colour printing	Per page	
Press release black-and-white printing	Per page	
Press release colour printing	Per page	
Invitation card printing	Per page / per card	
Directional signage / room signage	Per item / per square metre	
Brochures, folders or other printed collateral	Per item / per page	
Photographer	Per photographer per day	
Photo camera equipment	Per camera per day	
Cameraman / videographer	Per person per day	
Video camera equipment	Per camera per day	
Full event footage editing for YouTube / long-form video	Per video / per event	State length assumptions and number of revision rounds
Short highlight video editing, two to 10 minutes	Per video	State length assumptions and number of revision rounds
Social media cut-down videos / reels, where required	Per video	
Soundman / audio technician	Per day	
Lightman / lighting technician	Per day	
Sound equipment	Per day	
Full sound system rental: mixer, microphones and speakers	Per day	
Wireless headset microphone	Per microphone per day	
Wireless handheld / lapel microphone	Per microphone per day	
Speaker rental	Per unit per day	
Lighting equipment	Per day	
Stage light with truss frame - wash light	Per unit per day	
Stage light with truss frame - moving head light	Per unit per day	

Stage light truss	Per square metre / per day	
Screen rental with operator	Per square metre / per day	
Presenter monitor rental	Per monitor per day	
Projector and screen rental, where required	Per item per day	
Livestreaming - one camera	Per day / per event	
Livestreaming - two cameras	Per day / per event	
Livestreaming - three cameras	Per day / per event	
Livestreaming switching	Per day / per event	
On-site AV technical support	Per day	
Back-up internet / Wi-Fi support	Per event / per day	
Online meeting platform / hybrid participant management, where required	Per event	
High table rental	Per piece per day	
High chair rental	Per piece per day	
Podium rental - wood or equivalent	Per piece per day	
Vehicle rental with fuel - city car	Per car per day	
Transport / delivery / mobilisation and demobilisation	Per event / per trip	
Archiving / DBMS / digital asset organisation	Per event	
Two-terabyte external hard disk for final archive handover	Per unit	New hard disk to be handed over to FSD Ethiopia where required
Storage of printed materials including transport to warehouse	Per month / per event	Optional and subject to written approval
Other proposed cost items required for successful delivery	Specify	The financial proposal is not exhaustive; bidders should add all necessary items

Note: The rate card above is indicative and should be read together with each event-specific task order. FSD Ethiopia may request additional or fewer items depending on event size, venue, audience, visibility requirements and technical needs. No expenditure will be accepted without prior written approval.