



TERMS OF REFERENCE FOR EVENT MANAGEMENT

1. Introduction

1.1. Overview of the organization

Youth Alive! Kenya (YAK) is an independent youth-led non-governmental organization committed to the empowerment of young people to take active responsibility for their lives to shape their destiny. It was formally registered as a community-based group in April 1999 and a national NGO in December 2003. ***YAK envisions a society in which young people take active responsibility for their lives and shape their destiny and communities.***

1.2. Overview of the project.

Youth Alive! Kenya in partnership with Oxfam Kenya, National Organization of Peer Educators (NOPE) and SITE Enterprises are implementing ***Wezesha Jamii*** project among the women domestic workers (WDWs) and women small scale traders (WSSTs) in Nairobi slums of Mukuru, Kibera, Korogocho, Mathare and Kawangware through the support of European Union (EU). One of the project outputs is to increase enrollment of the target population with National Hospital Insurance Fund (NHIF) and National Social Security Fund (NSSF) by linking the two institutions with the target population.

Youth Alive! Kenya (YAK) is, therefore, seeking the services of an event organizer (or company) to coordinate and provide services such as public address system, vans, tents, decors, tables and chairs for community outreach in seventeen wards in the five informal settlements.

1.3. Objective:

To coordinate and manage community linkages and outreaches with NHIF and NSSF in the five informal settlements for greater enrolment.

2. Scope of work

The event management consultant/firm will be required to:

- **Task 1: Prepare an inception meeting report and work plan:** The event management company will hold an inception meeting with the project team to (i) review and discuss the process for conducting the assignment (ii) determine roles and responsibilities (iii) identify preliminary background information related to the assignment (iv) finalize a draft work plan and timetable. The final work plan and an inception report will be prepared by the event management company within one week of the meeting and submitted for review, feedback and approval. The work plan will guide this assignment to facilitate timely completion of all tasks and satisfactory end results.
- **Task 2: Organize and manage 17 wards outreach events.** The event management company will organize and manage the outreach events in the seventeen (17) wards in the five informal settlements in Nairobi City County. This involves all logistical preparations required to run outreach events (in the form of a roving van, use of megaphones and to liaise with Community Health Volunteers and target women identified by YAK to create awareness and distribute leaflets/pamphlets on NHIF/NSSF, set up strategic stationary booths and canopy umbrellas for inquiries and registration) targeting 1.38M people in the five informal settlements. The event will be preceded by online and social media hypes.
- **Task 3: Event Reports.** The event Management Company will be responsible for developing a report on the events after completing work in every informal settlement. The event report should be submitted to the project team no later than one week after the completion of the event in each of the seventeen wards. The report should at least highlight the number of people reached, number of

people enrolled (NHIF and NSSF) success and challenges faced during the events. A full outline of the report will need to be approved by the project team before the implementation of the events.

3. Target Audience

- Core project beneficiaries: - The main target audience women domestic workers (WDWs) and women small-scale traders (WSSTs) in Nairobi slums of Mukuru, Kibera, Korogocho, Mathare, and Kawangware.
- General public: - to raise awareness on NHIF and NSSF.
- The two institutions, NHIF and NSSF that will facilitate enrollment during the linkages events
- The four project partners: - Youth Alive! Kenya, Oxfam Kenya, National Organization of Peer Educators (NOPE) and SITE Enterprises

4. Expected timeframe

It is estimated that the consultancy will be completed within agreed 20 working days within specific months. The consultant will discuss the specific time period with project team based on the work plan.

5. Requirement for consultancy

The event management company/firm is expected to make available skills and competencies in event management and at least three years' experience in these specific areas:

- Event management
- Knowledge of the expected socio-economic impact of the project
- Experience of providing similar services within urban informal settlements among informal economy workers
- Overall competence regarding consistency for high standard, timeliness, and dependability in the provision of event management services

6. Response proposal specification

Qualified persons/firms interested in the consultancy must include in their application technical and financial proposal (maximum of 3 pages) with the following components:

- Understanding and interpretation of the TOR
- Estimated time and activity schedule
- Consultant's rate for the entire project

7. Submission of proposals

Interested individuals or firms should submit their proposals and budget to Project Manager by email samwel.oyomo@youthalivekenya.org and cc to; hr@youthalivekenya.org. Mark the subject as 'Event Management' - Ref **002/2018'**. The deadline for application is 25th May 2018 at 5.00pm.