



REQUEST FOR PROPOSALS

RFP No.	RFP-EAGC-2020-013
Issue date	Tuesday, 13 th October 2020
Title	Request for Proposals for the provision of media services for the EAGC Virtual Agribusiness Forum & Symposium
Email address for submission of questions	procurement@eagc.org The email address in the synopsis is the sole point of contact at EAGC for any questions.
Email address for submission of proposals	procurement@eagc.org
Deadline for Receipt of Proposals	Wednesday, 28 th October 2020 at 1700hrs East African Time
Anticipated Award Type	Fixed Price Purchase Order. EAGC anticipates awarding contract to the successful bidder for the provision of specific the services or deliverables and is not adjusted if the actual costs are higher or lower than the fixed price amount. Offerors are expected to include all costs, direct and indirect, into their total proposed price.
Basis for Award	An award will be made based on the experience of the consultant to offer similar services. The award will be issued to the responsible and reasonable offeror who provides the best value to EAGC using a combination of technical and cost/price factors.



1. Introduction

Eastern Africa Grain Council (EAGC) is a membership not-for-profit organization founded in 2006 to serve the interests of the grain value chain stakeholders in the Eastern Africa region. Its membership comprises of all levels of the value chain including input suppliers, producers, traders and processors. The overarching goal of the Council is to contribute to the integration of national and regional grain markets, and by so doing increase market access and incomes for the grain value chain stakeholders, especially the smallholder farmers.

2. The EAGC Virtual Regional Agribusiness Forum & Symposium

EAGC has been hosting physical annual Agribusiness Expos in Eastern Africa through which agribusiness stakeholders including farmers, inputs providers, machinery and equipment, banking, insurance, telecommunication, among others interact with prospective clients thus unlocking business opportunities. This year, due to the COVID-19 restrictions, the virtual Expo will feature exhibitors at their locations and is expected to reach thousands of agribusiness stakeholders across the region. The event will be held on 24th and 25th November 2020.

3. Objective of the Assignment

EAGC thus intends to engage the services of a media house to provide media services for the advertisement (pre-event) of the upcoming EAGC Virtual Agribusiness Forum & Symposium, live coverage on the actual event dates and Post event coverage to communicate the outcomes of the event.

Specifically the service provider will perform the following tasks :

- i. Advertise the event in a simple language that the target audience : Small Holder Farmers and companies that provide services such as agricultural inputs, equipment and machinery, climate smart technologies can understand. Preferred media for advertisement of the event will be TV and local Radio stations popularly listened to by farmers at grass root level.
- ii. Live event coverage via TV and Radio on the 24th and 25th November.-The quote provided will assist EAGC to make a decision on the number of hours for live coverage per day.
- iii. Post event coverage to communicate the outcomes and the successes of the event to the agribusiness sector.
- iv. Provide evidence for all coverage provided to EAGC for pre, during and post event
- v. Provide evidence of number of stakeholders reached in all the coverage (pre, during and post event)provided to EAGC

4. Deliverables and Timelines

The assignment is expected to be completed as per the summary below:

Deliverable	Deadline
Pre event advertisement	5 th November 2020



Live event coverage	24 th and 25 th November 2020
Post event coverage	30 th November 2020
2020A one page report on evidence of all coverage provided to EAGC eg.links/recordings for coverage (This includes evidence on number of stakeholders reached under each coverage provided)	1 st December 2020

5. Qualifications, Competencies and Experience Required

The media house should possess the following:

- i. Experience in reporting and coverage of Agribusiness events
- ii. Media houses popularly listened to at grass root level especially in the major agricultural producing areas in the country are highly encouraged to apply
- iii. Media houses with both TV and local radio stations are encourage to apply
- iv. A thorough understanding of the agricultural sector and the climate smart technologies sector in the Eastern Africa Region

6. Submission of Proposals

Interested individual consultants are required to submit an expression of interest proposal with the following:

- A cover letter introducing the media house
- A technical proposal demonstrating, among others, a solid understanding of EAGC requirements and previous experience and/or expertise relevant to the assignment. The technical proposal should demonstrate a partnership in the intervention where both EAGC and the media houses stand to gain from the partnership
- A financial proposal for delivering the assignment.