



OFFICE OF THE PRIME MINISTER
REQUEST FOR EXPRESSIONS OF INTEREST
EVENTS MANAGER FOR KINGSTOON 3

COUNTRY	: JAMAICA
PROJECT	: YOUTH EMPLOYMENT IN THE DIGITAL AND ANIMATION INDUSTRIES
IBRD LOAN NO.	:84050
COMPONENT	: SKILLS AND CAPACITY TO ENHANCE EMPLOYABILITY AND ENTREPRENEURSHIP
BID NO.	:JM-OPM-89982-CS-INDV
SELECTION METHOD	:INDIVIDUAL CONSULTANT SELECTION

The Government of Jamaica has received financing from the World Bank toward the cost of the Youth Employment in the Digital and Animation Industries Project and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include services relating to the preparation for and Production of all events and activities that constitute KingstOOn, management of all logistics, management of the flow of activities and events.

Interested Consultants should provide Curriculum Vitae with detailed information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are:

- i. Qualifications of a Bachelor’s degree in events management/ hospitality/business administration/management/marketing or related field.
- ii. Minimum of 2 years’ experience in managing conferences or events of a similar nature and magnitude.

OR

- i. Minimum qualifications of a Certificate in events management/hospitality/business administration/ management/marketing or related field.
- ii. Minimum of 5 years’ experience in managing conferences or events of a similar nature and magnitude.

Only persons shortlisted will be contacted. Shortlisted candidates may be required to participate in an interview.

The attention of interested Consultants is drawn to Section III paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IFP Borrowers" July 2016, setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the Individual Consultants Selection Method set out in the Procurement Regulations. Further information can be obtained at the address below during office hours Mondays to Thursday, 09:00 hours to 17:00 hours and on Fridays, 09:00 hours to 16:00 hours.

Office of the Prime Minister
Youth Employment in the Digital and Animation Industries
Attn: Procurement Specialist
47b South Camp Road
Kingston 4
Jamaica
Tel: 876-930-7620
E-mail: ibrdyedaip@opm.gov.jm

Expressions of Interest, including Curriculum Vitae, must be delivered in a written form to email address ibrdyedaip@opm.gov.jm by **January 28, 2019**. The subject line should read: **JM-OPM-89982-CS-INDV: EVENTS MANAGER FOR KINGSTOON 3**. The detailed Terms of Reference for the Consultancy Service is available on the website of the Office of the Prime Minister at: www.opm.gov.jm .

The Procuring Entity reserves the right to cancel the Request for Expression of Interest process or reject any or all submissions at its discretion.

OFFICE OF THE PRIME MINISTER

YOUTH EMPLOYMENT IN THE DIGITAL AND ANIMATION INDUSTRIES PROJECT

TERMS OF REFERENCE

EVENT MANAGER

INDIVIDUAL CONSULTANT

1.0 BACKGROUND

- 1.1 The Government of Jamaica (GOJ) has received loan financing from the International Bank for Reconstruction and Development (IBRD) to support youth employability in the digital and animation industries via the **Youth Employment in the Digital and Animation Industries (YEDAI) Project**. The general objective of the Project is to support youth employment in the digital and animation industries in Jamaica.
- 1.2 The Project will build the capacity and skills of Jamaican youths to improve their employability in the growing animation industry and in the global online labour market, and provide critical skills to young tech entrepreneurs to bring ideas to market.
- 1.3 A major activity of the Project is hosting of the **KingstOOn Animation Festival**. Since its launch in June of 2013, KingstOOn has catalyzed a number of players and continued to build momentum for the development of the local animation industry. The first staging of the event attracted over 900 animation enthusiasts who participated in various workshops, conferences, speed pitching sessions, and competitions. A number of important initiatives that followed, delivered concrete results on the ground including the launch of animation training programmes, new contracts signed by animation studios, increased collaboration with international players, new employment opportunities for youth in the sector, and the establishment of the YEDAI Project.
- 1.4 Continuing the efforts to develop the animation industry, the second staging of KingstOOn was held in March of 2016 and showed significantly improved participation over its predecessor, with an attendance of over 1300 animation enthusiasts from across the globe, with over 900 competition entries from 97 countries. New dimensions of the festival included a Pitch Development boot camp, Pitch competition, and screenings of animated films.
- 1.5 KingstOOn is an important contribution to the development of the Animation Industry in Jamaica and the region. The initiative reflects the commitment by the Government of Jamaica and the World Bank, to stimulate the growth of the local animation industry and to establish Jamaica as the animation hub of the Caribbean.

2.0 PROJECT OBJECTIVES

2.1 The general objective of the **Youth Employment in the Digital and Animation Industries (YEDAI)** Project is to support youth employment in the digital and animation industries. Under Component 1 ‘**Skills and Capacity to Enhance Employability and Entrepreneurship**’ the Project seeks to build the capacity and skills of Jamaican youths to improve their employability in the growing animation industry and in the global online labour market, and provide critical skills to young tech entrepreneurs to bring ideas to market. There are two sub-components: **Sub-Component 1** – Strengthening Animation Training and **Sub-Component 2** - Enhancing the Animation Industry by collaborating with key stakeholders, especially Jamaica Promotions Corporation (JAMPRO), Jamaica’s national investment and export promotion agency, mandated to drive Jamaica's economic development through growth in investment and export.

2.2 ASSIGNMENT OBJECTIVE

- To provide complete management and oversight for all aspects of the staging of the event.
- To ensure that all activities are implemented as planned in a timely and efficient manner.
- To address all potential and emerging issues and concerns so that they may be addressed expeditiously.

3.0 ASSIGNMENT

This assignment is to provide Event Management services to **KingstOOn 3 Animation Festival, which is a** multi-day, multi-track international animation event which will be held during the period April 3-7, 2019 at the University of Technology, Jamaica. The event provides Jamaicans with the opportunity to showcase their growth in the animation industry, while creating an international marketplace for animated content and technology in the Caribbean. The anticipated daily attendance is expected to be 1800 – 2000 (See Appendix 1 for KingstOOn Concept Note).

The assignment will include inter alia:

- Preparation for and Production of all events and activities that constitute KingstOOn
- Management of all logistics
- Management of the flow of activities and events.

4.0 DURATION OF CONTRACT

The assignment will span a period of forty-five (45) non-consecutive days.

5.0 REPORTING RELATIONSHIP

The Consultant will report directly to the Project Manager of the Youth Employment in Digital and Animation Industries (YEDAI) Project. The Consultant will work in close collaboration with the YEDAI Project Implementation Unit (PIU), in particular the Animation Specialist, Festival Coordinator and the KingstOOOn Planning Team.

6.0 SPECIFIC RESPONSIBILITIES AND TIMELINES

Specifically, the individual consultant will be tasked with working closely with the Project Implementation Unit (PIU) and the KingstOOOn Planning Team to accomplish the following:

6.1 Event Production

- Coordinate logistical requirements for the festival, including air and ground transportation, accommodation, catering, venue, décor, and branding material.
- Ensure that appropriate security measures are in place for the duration of the event;
- Secure the necessary permits/permissions for the execution of the event;
- Develop a load in/ load out schedule for suppliers;
- Ensure that the floor plan and directional signage is appropriately placed;
- Produce a floor plan for each space that will host:
 - Boot Camp
 - Workshops
 - Key note presentations and expert panel discussions
 - Exhibitor booths
 - B2B and Stakeholder Conference Rooms
 - Closing and Awards Gala Event
- Establish an effective mechanism for communicating to the PIU the status of the event in a timely manner.
- Review and refine activity lists for each day of the event.
- Update work plan as required.
- Attend planning meetings as required.

6.2 Event Logistics

- Venue preparation - ensuring floor plan is adhered to and that all activities required for the preparation and set up of the venue are executed.
- On-site coordination to ensure smooth set up (2 days before the event) and pull down (two days after the event).
- Manage of event registration and ticketing system.
- Create registration forms and ensure retrieval of completed forms at the end of each session.

- In collaboration with the Festival Coordinator, manage speakers and speaker schedules.
- Develop a roster with roles and responsibilities and coordinate the movement of all staff and volunteers on the days of the event.
- Supervise suppliers and volunteers for the smooth execution of the event.
- The consultant is required to be on-site throughout the event to manage the coordination of all aspects of the event.
- Meet and coordinate with the exhibitors.
- Ensure that all contractual obligations with suppliers are adhered to
- Provide the necessary communications framework and mechanisms to ensure the rapid response to and resolution of emerging issues.

6.3 Event Flow

- Ensure all protocols is adhered to at all times.
- Ensure that the timetable for the multi-track event is adhered to.
- Ensure that speakers, panelists, exhibitors, sponsors, participants, other delegates and audience members are in appropriate place at the appropriate time. This includes the preparation and implementation of appropriate signage and mechanisms for directing the audience and speakers.
- Coordinate rehearsal for the opening ceremony, competitions, closing and awards ceremony.
- Create running order for the MC and location schedule for DJ
- Execute proper crowd control strategy, ensuring that there are clear pathways between event locations, and that events from the same track are easily accessed.
- Ensure distribution, completion and collection of registration forms evaluation instrument at the end of each session.

6.4 Post Event

- Prepare a written report that includes detailed analysis of information collated from evaluation.
- Participate in a debriefing session to identify successes, key challenges, lessons learnt and recommendations of appropriate mitigation measures to be employed for future events.

The successful bidder is required to undertake any other activity required to ensure the successful implementation of the scope of the services under the Terms of Reference.

7.0 QUALIFICATIONS, EXPERIENCE and COMPETENCIES

- iii. Qualifications of a Bachelor' degree in events management/ hospitality/business administration/management/marketing or related field.
- iv. Minimum of 2 years' experience in managing conferences or events of a similar nature and magnitude.

OR

- iii. Minimum qualifications of a Certificate in events management/hospitality/business administration/ management/marketing or related field.
- iv. Minimum of 5 years' experience in managing conferences or events of a similar nature and magnitude.

In addition, the consultant will have

- iv. The ability to work for extended hours (nights and weekends) especially immediately prior to and during the event.
- v. Excellent customer service and interpersonal skills.
- vi. The ability to interact effectively with a multi-disciplinary, multi-cultural team (internal and external partners).
- vii. Conference planning and management experience.**
- viii. Self-motivated
- ix. Excellent communications skills
- x. Excellent problem-solving skills
- xi. Excellent negotiation skills
- xii. Must have access to a reliable motor vehicle
- xiii. Excellent time-management skills and ability to work well under pressure to ensure efficient execution of the event.
- xiv. Previous experience with the KingstOOOn or similar event would be an asset.

8.0 DELIVERABLES

A lump sum contract will be awarded to the selected candidate based on technical merit. Payments shall be as mutually agreed, based upon submission and acceptance of the following outputs:

- Coordinate logistical requirements for the festival, including air and ground transportation, accommodation, catering, venue, décor, and branding material.

- Ensure that appropriate security measures are in place for the duration of the event;
- Ensure that the necessary permits/permissions for the execution of the event are in place;
- Load in/ load out schedule for suppliers;
- Site map and directional signage appropriately placed;
- Floor plan for each space developed and appropriately placed
- Mechanism for communicating, to the PIU team, the status of the event in a timely manner.
- Activity lists for each day of the event.
- Updated work plan.
- Attend planning meetings as required. (including debriefing sessions at end of each day)
- Venue prepared in accordance with floor plan.
- On-site set up (2 days before the event) and pull down (two days after the event).
- Manage of event registration and ticketing system.
- Completed registration forms.
- In collaboration with the Festival Coordinator, manage speakers and speaker schedules.
- Roster with roles and responsibilities outlined
- Supervise suppliers and volunteers for the successful execution of the event.
- The consultant is required to be on-site throughout the event to manage the coordination of all aspects of the event.
- Meet and coordinate with the exhibitors.
- Ensure that all contractual obligations with suppliers are adhered to
- Provide the necessary communications framework and mechanisms to ensure the rapid response to and resolution of emerging issues.
- Ensure all protocols are adhered to at all times.
- Ensure that the timetable for the multi-track event is adhered to.
- Rehearsal for the opening ceremony completed.
- Running order for MC and location schedule for DJ
- Crowd control strategy documented.
- Ensure completion and collection evaluation instruments.
- Final report.

9.0 **EVALUATION CRITERIA**

Evaluation Criteria	Marks
<p>Qualifications</p> <p>i. Qualifications of a Bachelor’ degree in events management/ hospitality/business administration/ management/marketing or related field.</p> <p>ii. Minimum of 2 years’ experience in managing conferences or events of a similar nature and magnitude.</p> <p style="text-align: center;">OR</p> <p>v. Minimum qualifications of a Certificate in events management/hospitality /business administration/management/marketing or related field.</p> <p>vi. Minimum of 5 years’ experience in managing conferences or events of a similar nature and magnitude.</p>	<p>20 marks</p> <p style="text-align: center;">OR</p> <p>20 marks</p>

v.	Excellent conferencing planning and management experience.	20
vi.	Excellent time-management skills and ability to work well under pressure to ensure efficient execution of the event.	10
vii.	The ability to interact effectively with a multi-disciplinary, multi-cultural team (internal and external partners).	20
viii.	Excellent problem-solving skills	10
ix.	Excellent negotiation skills	10
x.	Excellent communications skills	10
TOTAL 100 Marks		
The minimum qualifying score: 75		

