



OFFICE OF THE PRIME MINISTER
REQUEST FOR EXPRESSIONS OF INTEREST
FESTIVAL MANAGER FOR KINGSTOON 4

COUNTRY	: JAMAICA
PROJECT	: YOUTH EMPLOYMENT IN THE DIGITAL AND ANIMATION INDUSTRIES
IBRD LOAN NO. COMPONENT	:8405 - JM : SKILLS AND CAPACITY TO ENHANCE EMPLOYABILITY AND ENTREPRENEURSHIP
BID NO.	:JM-OPM-146985-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 providing complete management and oversight of all the activities relating to the staging of KingstOOn 4, ensuring that all activities are implemented as planned in a timely manner.

Interested Consultants are required to submit:

1. Curriculum Vitae with detailed information demonstrating that they have the required qualifications and relevant experience to perform the Services.
2. An in-depth portfolio illustrating proven experience of successfully implementing similar assignments
3. Two (2) client references (as per Client Reference Form)
4. A technical proposal clearly describing the methodology proposed for this assignment.

The shortlisting criteria are:

- i. Qualifications of Diploma or equivalent certification in business management/hospitality/project management/marketing or related field.
- ii. At least five (5) years’ proven of experience in event management, particularly in execution of business-related international conferences.

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, completed Client Reference Forms, Portfolio and Technical Proposal, must be delivered in a written form to email address ibrdyedaip@opm.gov.jm by **January 29, 2020**. The subject line should read: **JM-OPM-146985-CS-INDV: FESTIVAL MANAGER FOR KINGSTOON 4**.

The detailed Terms of Reference for the Consultancy Service are 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.

TERMS OF REFERENCE

FESTIVAL MANAGER FOR KINGSTOON ANIMATION FESTIVAL

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 (YEDA) Project**. Component 1 of the YEDA Project seeks to build capacity and skills of Jamaican youths to improve their employability in the growing animation industry.
- 1.2 A major activity under Component 1 is the hosting of the KingstOOn Animation Conference and Afro-descendant Film Festival (KingstOOn). Since its launch in June of 2013, KingstOOn has catalyzed local, regional and international players and continued to build momentum for the development of the local animation industry. Three stagings of the event were held between 2013 – 2019, with participation of more than 5,000 people in workshops, conferences, competitions, speed meetings and boot camps. Concrete results from this initiative have already started to emerge, including a number of important contracts signed by local animators (studios and individuals), training opportunities, collaboration with international players, and new jobs for youths.
- 1.3 The 4th staging of KingstOOn is proposed to take place in January 2021 under the following three themes:
 - (i) **EARN** - To create B2B networking opportunities by facilitating the pairing of local and international buyers and sellers of Afrocentric animated content.
 - (ii) **LEARN** - To provide participants with learning opportunities by engaging directly with global industry leaders in various aspects of the creative side and business of animation.
 - (iii) **DISPLAY** – To showcase Afro-centric animated content from around the world (stories, images, music, customs...) in the Animation Film Festival.
- 1.4 The following constitutes major components of the event:

- Animation Competition (opened for at least 6 months prior to event)
- Media Launch
- 2-day Pitch Boot Camp prior to the conference
- 3-day Conference
 - Opening Ceremony
 - Awards/Closing Ceremony
 - Hackathon
 - Keynote Presentations
 - Business-to-Business (B2B) Speed Meetings
 - Panel Discussions
 - Masterclasses/Workshops
 - Exhibition Booths (sponsors, animation studios, animation training programmes, etc.)
 - Afro-descendant Film Festival
 - Cocktail reception

- 1.5 Based on recommendations from key stakeholders, KingstOOn 2021 will:
- (i) Continue building its brand into an internationally recognized Afrocentric Animation Market and Film Festival; a forum for the regional and international community to exchange ideas and do business.
 - (ii) Incorporate technology-based activities, including a hackathon and seminars on emerging technologies.

2.0 OBJECTIVES OF THE ASSIGNMENT

The main objectives of this assignment are the following:

- To provide complete management and oversight for all aspects of the staging of the event.
- To provide specific services supplemental for the event.
- To ensure that all activities are implemented as planned in a timely and efficient manner.
- To address expeditiously, all issues and concerns as they arise.

3.0 DURATION OF CONTRACT

The assignment will span a period of twelve (12) months (March 2020 – February 2021).

4.0 REPORTING RELATIONSHIP

The Consultant will work in close collaboration with the YEDAI Project Implementation Unit (PIU) and report directly to the Project Manager of the Youth Employment in Digital and Animation Industries (YEDAI) Project.

5.0 SCOPE OF SERVICES

The Consultant will have primary responsibility for the planning and efficient execution of the event on time, within budget and to achieve the agreed outcomes. Serve as a liaison to internal and external clients, including staff, vendors and other key stakeholders. The critical elements of the consultancy are as follows:

- a. Concept and Programme Development
- b. Planning and Logistics Management
- c. Procurement Management Support
- d. Budget Management Support
- e. Business-to-Business (B2B) Component
- f. Event Execution
 - i. Attendee Management
 - ii. Venue Preparation
 - iii. Volunteer Management
 - iv. Competition Management
 - v. Speaker Management
 - vi. Hospitality Management

The target for daily attendance is 1,000.

5.1 Concept and Programme Development

- a. Prepare and maintain a complete project schedule for all activities leading up to and including the staging of the event and all relevant post-event close out activities.
- b. Prepare a Work Breakdown Structure identifying key project deliverables assigned to relevant team members.
- c. Establish and manage a multi-stakeholder KingstOOn Planning Committee aimed at positioning KingstOOn as the premier Afrocentric Animation Market and Film Festival in the Caribbean.
- d. In collaboration with the PIU, Planning Committee and other relevant local and international stakeholders, develop the KingstOOn 2021 Festival Concept Note.
- e. Function as primary link between the PIU, Government Officials and relevant stakeholders.
- f. Provide bi-weekly updates and reports to the PIU or as required.

- g. Provide the necessary communications framework and mechanisms to ensure the rapid response to and resolution of emerging issues.
- h. Maintain a change/issues log to track all changes/issues which fundamentally change/affect the established implementation schedule. Logistics
- i. Participate in a debriefing session to identify successes, key challenges, lessons learnt and recommendations of appropriate mitigation measures to be employed for future events.

5.2 Planning and Logistics Management

- a. Chair all planning meetings as required.
- b. Ensure the implementation of activities in keeping with the agreed schedule.
- c. Flag delays and issues for immediate attention, to the PIU.
- d. Work with the PIU to identify and secure venue(s) for all activities during the event., including accommodation for attendees as necessary.
- e. In collaboration with the PIU, develop detailed staff rosters, load-in/load-out schedules, running orders, and task assignments for the execution of the event.
- f. Coordinate logistical requirements for the festival, including air and ground transportation, catering, venue, décor, and branding material.
- g. Ensure that appropriate security measures and permits are in place for the duration of the event;

5.4 Procurement Management Support

- a. In collaboration with the PIU, develop Terms of References for Event Execution Firm.
- b. Support the procurement of any required supplemental services for the execution of the event as per the agreed budget, project schedule and procurement procedures. These include *inter alia* the areas of event management and execution, marketing and public relations, audio-visual, branding and décor, transportation and security.

5.5 Budget Management Support

- a. Provide timely notification of any required schedule, scope or budget changes that may affect the meeting of deadlines, budget or delivery of quality.

5.6 Public Relations, Marketing and Communications

Supervise the Public Relations, Marketing and Communications Firm to ensure the timely development and execution of a Public Relations, Marketing and Communicating's Strategy with the following objectives:

- a. To establish the KingstOOOn Brand as the premier Afrocentric animation market in the Caribbean.
- b. To create media (local, regional and international) awareness around the event.
- c. To create awareness amongst key target audiences and stakeholders about all aspects of the event.
- d. To attract participation of the key target audience and stakeholders to KingstOOOn.

5.7 Sponsorships

Supervise the Public Relations, Marketing and Communications Firm to ensure major industry sponsorships (corporate and media) are secured in order to achieve the events objectives and targets, as well as strengthen public/private partnerships to promote the long-term sustainability of the event.

5.8 Business-to-Business (B2B) Speed Meetings

- a. Establish an efficient and intuitive system for the scheduling of B2B meetings by attendees/delegates prior to the event.
- b. Ensure that the system established in 5.7 (a) is available to all attendees/delegates prior to the event.
- c. Provide on-site management of the B2B meeting room on the days of the event to ensure that the schedule is adhered to.

5.9 Event Execution

The Festival Manager is required to be on-site throughout the event to manage the coordination of all aspects of the event.

- a. Provide on-the-ground execution management /oversight throughout the event.
- b. Interface and give direct oversight and direction to any company(ies) contracted to support the staging of the event.
- c. Venue preparation – ensure that all activities required for the preparation of the venue are executed and that the venue is prepared as detailed in the floor plan.
- d. On-site coordination to ensure smooth set up (over 2 days prior to the event and pull down over two days after the event). In keeping with the contractual arrangements with the venue operators.
- e. Management of event registration (online and onsite) and ticketing/armband system.
- f. Develop a roster with roles and responsibilities and coordinate/monitor the movement of all staff on the days of the event and on set up and pull-down days too.
- g. Supervise suppliers to ensure the timely delivery/provision of goods and services, and that all contractual obligations with suppliers are adhered to
- h. Manage the planning and setting up of displays by the exhibitors and ensure that emerging issues are resolved in a timely fashion during the event
- i. Ensure that the timetable for the multi-track event is adhered to.
- j. 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.
- k. Coordinate dry runs for the opening ceremony, competition finals, awards ceremony and other activities as required.
- l. Execute proper crowd control strategy, ensuring that there are clear pathways between events and that events from the same track are easily accessed.
- m. Develop and execute traffic management strategy to ensure easy movement of traffic to and from venues, as well as parking.
- n. Hold debriefing sessions during the event as necessary.
- o. Ensure protocol is adhered to at all times.
- p. Secure the necessary permits/permissions for the execution of the event;
- q. Ensure that the floor plan and directional signage is appropriately placed;
- r. Produce a floor plan for each space that will host:

- i. Opening Ceremony
 - ii. Hackathon
 - iii. Boot Camp
 - iv. Workshops
 - v. Key note presentations
 - vi. Panel discussions
 - vii. Exhibitor booths
 - viii. Film Festival
 - ix. B2B Speed Meetings
 - x. Stakeholder Consultations
 - xi. Awards Ceremony
 - xii. Cocktail reception
- s. Establish an effective mechanism for communicating to the PIU the status of the event in a timely manner.
 - t. Review and refine activity lists for each day of the event.
 - u. Update work plan as required.
 - v. Chair planning meetings as required.

5.10 Speaker Management

- a. In collaboration with the PIU, identify and secure guest speakers and judges.
- b. Assist in the preparation, issuing and confirmation of invitations.
- c. Follow up to confirm speakers, providing them with all relevant information and obtaining all relevant material from speakers ahead of the event as per project plan.
- d. Ensure requirements of speakers are flagged to the PIU.
- e. Coordinate (in collaboration with the PIU) arrival information, hotel bookings, ground transportation and other logistical requirements for the speakers.
- f. Develop and execute a hosting programme for the speakers (including, pickup/drop-off from airport, gifts, etc.).
- g. Outline requirements and undertake the briefing of the assigned speakers as necessary before and during the event.

5.11 Volunteer Management

- i. Identify and secure volunteers.
- ii. Develop and put in place a screening mechanism to determine volunteer eligibility.
- iii. Prepare volunteer agreements and ensure they are signed by volunteers as a tangible show of commitment.

- iv. Manage the training and delegation of assignments to volunteers.
- v. Develop a roster with roles and responsibilities and coordinate the movement of all volunteers on the days of the event.
- vi. Supervise volunteers for the successful execution of the event.
- vii. Ensure/conduct de-briefing sessions with volunteers at the end of each day.
- viii. In collaboration with the PIU, manage the execution of a volunteer appreciation event.

5.12 Exhibition Management

- Confirm exhibitors (educational institutions, sponsors, animation studios, investors, etc.).
- Manage the planning and setting up of displays by the exhibitors and ensure that emerging issues are resolved in a timely fashion during the event
- Develop a setup/pulldown schedule for exhibitors;
- Hold briefing sessions with exhibitors as required.

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

6.0 QUALIFICATIONS, EXPERIENCE AND COMPETENCIES

- 5-7 years' proven experience in event management, particularly in execution of business-related international conferences.
- Diploma or equivalent certification in business management/hospitality/project management/marketing or related field.
- Certification in project management would be an asset.
- Strong project management skills with keen attention to details,
- Strong customer service and vendor skills. Fluency in written and spoken English (another language would be an asset).
- Strong stakeholder management skills.
- Excellent interpersonal, communication and negotiation skills.
- Excellent analytical and problem-solving skills.
- The ability to work for extended hours (nights and weekends) especially immediately prior to and during the event.
- The ability to interact effectively with a multi-disciplinary, multi-cultural team (internal and external partners).

- Excellent time-management skills and ability to work well under pressure to ensure efficient execution of the event.

7.0 SUPERVISION AND REPORTING REQUIREMENTS

- The Office of The Prime Minister is the Contracting Authority and shall approve any contract award (s) and amendments. The Festival Manager will report directly to the Project Manager of the Youth Employment in the Digital and Animation Industries Project.
- S/he will work in collaboration with the (i) PIU, (ii) Event Execution Firm; and (iii) Public Relations, Marketing and Communications Firm and (iv) other key stakeholders.

8.0 PROPOSAL AND PORTFOLIO

The Festival Manager will be required to submit (i) an in-depth portfolio illustrating proven experience of successfully implementing similar assignments and (ii) two (2) client references and (iii) a technical proposal clearly describing the methodology proposed for this assignment.

9.0 REPORTING REQUIREMENTS AND TIME SCHEDULE FOR 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:

Name of Report	Content	Timeline for Submission	Payment
Detailed Work Plan	Detailed workplan with timelines, estimated budget and assignment of technical resources. Must include a Work Breakdown structure.	End of month 1	10%
KingstOOn 2021 Festival Concept Note	Establish the KingstOOn Planning Committee then develop and in consultations with the key stakeholders prepare a KingstOOn 2021 Festival Concept Note, including the following elements: <ul style="list-style-type: none"> • Objectives • Goals • Target Audience • Activities • Schedule 	End of month 2	15%

	• Targets/Outcomes		
Selection of Venue Report	Development of specifications for the venue (including guest accommodation); report on the process of the selection of venue(s) including site map, capacity of rooms, venue policies and other relevant information.	End of month 3	8%
Terms of References for Event Execution Firm	Develop Terms of References for Event Execution Firm	End of month 4	5%
Identification and confirmation of speakers/judges/workshop facilitators and draft KingstOOn Programme	This report includes: <ul style="list-style-type: none"> • List of confirmed speakers with contact information. • Speaker profiles and photos (headshots) • Brief for each speaker, detailing roles and responsibilities, and other relevant information. • Draft KingstOOn Programme of all confirmed events with times, location and descriptions and speakers. 	End of month 6	15%
Logistics Plan	This plan should include: List of confirmed exhibitors <ul style="list-style-type: none"> • Exhibition layout/plan • Setup/pulldown schedule • Running orders for all sessions • Load-in/load out schedules for suppliers and exhibitors • Volunteer assignments. • Security and emergency services • Staff Rosters • Protocol arrangements • Travel arrangements for speakers • Terms of References for Event Execution Firm 	End of month 9	10%

	<ul style="list-style-type: none"> • Venue Layout (placement of signage, décor, etc.) • 		
Eleven (11) Monthly Reports	<p>Each Monthly Report should provide the following:</p> <ul style="list-style-type: none"> • Report on the month's activities scheduled for the month highlighting lags and delays and reasons for same • Include any new decisions taken/activities added • Flag any issues encountered or areas of concern • Highlight key activities for the next month 	End of each Month	22% (2% each)
Final Report	<p>The Final Report must include the following elements:</p> <ul style="list-style-type: none"> • Summary Report of each activity area of the event • Lessons learnt (against each main activity area in the original schedule) 	End of Month 12	15%

10.0 EVALUATION CRITERIA

	Criteria	Points
1.	Diploma or equivalent certification in business management/hospitality/project management/marketing or related field.	[20]
2.	<p>5-7 years' proven experience in event management, particularly in execution of business-related international conferences.</p> <ul style="list-style-type: none"> • ≥ 7 years' proven experience [25 points] • 6 - < 7 years' proven experience [20 points] 	[25]

	<ul style="list-style-type: none"> • 5 - <6 years' proven experience [15 points] 	
3.	<p>Originality and Suitability of Proposal</p> <p>I. Detailed portfolio illustrating proven experience of successfully implementing at least three (3) similar assignments [5 points]</p> <p>II. Proven Track record via two (2) client references [0-5 points]</p> <ul style="list-style-type: none"> • 37 - 44 marks - 5 points • 28 - 36 marks - 4 points • 19 - 27 marks - 3 points • 10 - 18 marks - 2 points • 1 - 9 marks - 1 point <p>III. Technical proposal clearly describing the technical approach and methodology proposed for this assignment [Maximum of 5 points]</p>	[15]
4.	Strong customer service and vendor skills. Fluency in written and spoken English (another language would be an asset)	[4]
5.	Strong stakeholder management skills	[4]
6.	Excellent interpersonal, communication and negotiation skills	[10]
7.	The ability to work for extended hours (nights and weekends) especially immediately prior to and during the event	[5]
8.	The ability to interact effectively with a multi-disciplinary, multi-cultural team (internal and external partners)	[2]
9.	Excellent analytical and problem-solving skills	[5]
10.	Excellent time-management skills and ability to work well under pressure to ensure efficient execution of the event	[10]
	TOTAL 100 Marks	
	<p>The minimum qualifying score: 75</p> <p>All candidates must obtain a full score of 20 points for criteria number 1 and a minimum score of 15 points for criteria number 2 to be awarded.</p>	