

## Terms of Reference - Event Management Services

**Position Title:** Events Management Services (AVPA Conference, 2026)

**Other:** Consulting

**Location:** South Africa (Cape Town)

**Duration:** 6 months (June-December, 2026)

### About AVPA

AVPA is a unique Pan-African network of social investors collaborating to increase the flow of capital into African social investments and ensure its effective deployment for maximum social impact. At a grand scale, AVPA is aiming to address the SDG financing gap on the continent by crowding in incremental capital, especially private capital, into social investments. We work with a variety of social investors deploying grants, debt, and equity (i.e., the continuum of capital) into social investments. These include foundations, corporates, family offices, individual philanthropists, angel investors, impact fund managers, PE & VC funds, bilateral and multilateral donors, governments, DFIs, and non-financial service providers. Our network seeks to achieve greater social impact through collaboration, the exchange of best practices, and the enhancement of skills and knowledge in innovative finance approaches/models.

AVPA has its headquarters in Nairobi, with regional offices in Johannesburg and Lagos. AVPA is aligned with sister networks across the globe in Europe (Impact Europe formerly EVPA), Latin America (Latimacto), and Asia (AVPN)

### Role Overview

AVPA is seeking to engage an experienced Event Management Firm to lead the planning, logistics, and execution of the 2026 AVPA Conference in Cape Town, South Africa, November 1st-4th. Following the success of our inaugural convening in 2024 and second convening in 2025, this event seeks to bring together institutional investors, private family offices, wealth managers, and government leaders to share best practices in impact investing and sustainable finance. We expect about 400 people to attend. **The submission deadline in response to this TOR is COB on 8th May 2026.**

### The objectives of the 2026 AVPA Conference are:

- **Bridge Connections:** Enable collaboration amongst investors across the Continuum of Capital.
- **Drive Action:** Inspire partnerships between "uncommon allies" to increase capital flow towards impact on the continent.
- **Scale Solutions:** Provide a platform to learn and innovate around innovative finance models, policy, and research.

### Overall Scope of Work

The selected firm will work with the AVPA team to deliver the following:

1. **Strategic Planning:** Developing a detailed event project plan and critical path timeline.
2. **Vendor Management**

3. **Program Logistics:** Managing the execution of a comprehensive program including keynotes, parallel breakouts, side events, and exhibitions.
4. **Stakeholder Coordination:** Supporting the logistics for speakers, sponsors, and high-level participants.

### Anticipated Event Format

- Duration: 4 Days (1st November-4th November, 2026)
- November 1: Welcoming cocktail for partners, members and sponsors
- November 2 and November 3: Full day with opening ceremony, breakout panel sessions (5-6 parallel), unconventional conversation sessions (5-6 parallel), side events
- November 4: Side events, breakout panel sessions, excursions, impact disco
- Attendance: 400 participants.
- Exhibitions: Space for 5-10 exhibitors
- Networking: Dedicated lounges and meeting spaces for deal-making and collaboration
- Facilities: Dedicated secretariat and media/interview spaces

### Event Firm Scope of Work

The event management firm will be responsible for the following activities:

- I. Event Management Design, Planning and Theme Creation
  1. Creation of event budget
  2. Creation of event timelines
  3. Venue site visits as and when needed
  4. Proactively contribute as a thought partner to the event design to ensure the best use of space, footfall, and overall event experience
  5. Coordinate planning status meetings with the AVPA Team
  6. Production of event branding
  7. Management of 3rd party vendors and suppliers to the event as and when required
  8. Event venue and supplier management
  9. Ensuring deliverables are met on time
- II. Logistics, Coordination, and Execution
  1. Coordinate with relevant stakeholders to ensure the smooth and successful execution of the Conference
  2. Plan logistics for the event in liaison with the management of the venue
  3. Liaise with the Venue and manage the setup and dismantling of the venue, including audiovisual equipment, furniture, exhibition booths, and signage
  4. Coordinate with the catering service to provide food and beverage services during the Conference
  5. Provide on-site support and management during the Conference, including managing registration, welcoming guests, safety protocols and ensuring the smooth flow of the program

6. Provide transfer services for any offsite activities that are part of the conference (e.g., a morning activity for delegates or an offsite gala dinner at a venue to be confirmed later on, or recommendations for side events to AVPA members and partners as part of the “Impact Safari”)
7. Coordination of all event staff and volunteers
8. Post-event analysis meeting and post-event report
9. Visa information desk for attendees

### III. Technical Support

1. provide overall support services, as per direction and in collaboration with the event manager, incl. but not limited to:
  1. Manage AV and LED production, lighting, sound, staging, cameras, power, rigging, and equipment in all meeting rooms during the Conference.
  2. Registration area as well as the delegates attending the Summit.

### IV. Evaluation and Reporting

1. Evaluate the Conference and document lessons learned
2. Provide a detailed report on the Conference, including attendees, program, logistics, and feedback from participants, and any relevant incidents

## Outputs & Deliverables

The outputs of the event management firm are expected to be:

1. A well-organised and successful Conference
2. A positive attendee experience
3. A detailed event plan and timeline
4. Work with the AVPA team to develop an event execution schedule (Nov 1-Nov 4) for the Conference
5. A detailed report on the Conference, including attendees, program, logistics, and feedback from participants

## Timeline

The event management firm will undertake onboarding in **May 2026**, commence work in **June 2026**, and complete all activities, excluding post-event reporting, by **December 2026**.

## Qualifications and Experience

The event management firm should have the following qualifications and experience:

1. Proven track record of organising successful in-person events of at least 400 participants
2. Experience in supporting events with international attendees
3. Strong project management skills
4. Good knowledge of investment, Finance, capital, entrepreneurship, and business development sector conferences
5. Strong networking and relationship-building skills
6. Excellent communication and presentation skills

7. Excellent stakeholder management and ability to interact with high-level partners, exhibitors, and attendees

### Evaluation Criteria

The event management firm will be evaluated based on the following criteria:

1. Relevance of the event plan and timeline to the objectives of the Conference
2. Quality and comprehensiveness of the proposed program for the Conference
3. Innovativeness of ideas and quality of vision for the Conference
4. Experience and previous credentials of prior events hosted
5. Alignment with AVPA's vision and purpose
6. Strength of the team
7. Value for money

### Submission Requirements

The submitted proposal should include the following elements:

1. Overview of the company's credentials and evidence of prior event or conference management experience, which are relevant in terms of size, scope, and industry.
2. An Event Management Plan describing the proposed activities and clear timelines.
3. Recommendations on out-of-the-box ideas for how AVPA can create a positive and lasting experience for delegates and opportunities for cost savings
4. An overview of the team members who will be working on the account, as well as relevant experience in the particular sector - a short biography of each may be used.
5. An overview of the main management team with their biographies, and the main point of contact for AVPA
6. A proposed timetable of activities, including submission of reports, and a staged payment schedule against key deliverables.
7. A project plan fee (including relevant taxes and fees) to deliver the event (the estimated costs should be converted to USD for ease of comparison)
8. Three (3) previous clients as referees, with contact details of each and a brief description of the project carried out for them.

### How to apply

- Interested and qualifying candidates are to complete the online application form here: [AVPA events management consultancy](#)
- Please submit one soft copy of your proposal (by email to [learning@avpa.africa](mailto:learning@avpa.africa)) detailing technical and a tentative financial offer (to compare prices, bid prices shall be converted to US\$), with the subject line: **Events Management Consultancy**
- Deadline: COB **8th May, 2026**

### Evaluation Criteria and Methodology

1) A qualification (pass/fail) assessment will be carried out to determine whether proposals meet the eligibility and qualification criteria as set out in the Terms of Reference application process. Proposals determined to meet the eligibility and qualification criteria shall be considered for the next stage. Proposals not meeting the eligibility and qualification criteria shall be rejected.

2) A two-stage process shall be adopted in evaluating proposals. Proposals shall be ranked according to technical score (Nt) and financial score (Nf) using the weights (T = the weight given to the technical proposal, 80%; F = the weight given to the financial proposal, 20%) (T + F = 1).

3) The final score shall be calculated as follows:

$$\text{Final Score (NG)} = (\text{Nt} \times \text{T}\%) + (\text{Nf} \times \text{F}\%)$$

Following the initial Pass/Fail assessment, responsive offers will undergo a formal technical analysis. AVPA will evaluate each proposal based on the criteria and point systems detailed below.

Bidders must achieve a minimum of 80 points ("Qualifying Technical Score") to proceed to the financial evaluation. Proposals scoring below this threshold will be rejected.

### Technical Evaluation Criteria

Criteria	Max Points
<b>1. Technical Competence and Experience</b>	<b>30</b>
* General organisational capability (Financial stability, project management controls, networks).	10
* Specific experience in Public Relations, Communications, Advertising, and Marketing.	10
* Proven experience with similar large-scale projects (events with 250+ participants).	10
<b>2. Proposed Methodology and Approach</b>	<b>25</b>
* Understanding of the Terms of Reference (ToR).	5
* Adequacy of technical approach and methodology to deliver expected outputs.	10
* Team structure, work organisation, and composition.	5
* Comprehensive Disaster Recovery Plan.	5
<b>3. Work Plan and Schedule</b>	<b>20</b>

* Logical and realistic sequencing of activities for efficient implementation.	10
* Inclusion of service levels, KPIs, quality assurance, and complaint management.	10
<b>4. Management Structure and Key Personnel</b>	<b>20</b>
* Project Team Leader / Event Manager (Key Focal Point)	10
- Relevant Education (Event/Project Management): 2 pts	
- Professional Experience (7+ years in event management): 3 pts	
- Regional knowledge: 5 pts	
* Event Management Specialist (Back-up Manager)	10
- Relevant Education (Event/Project Management): 2 pts	
- Professional Experience (7+ years in event management): 3 pts	
- Regional knowledge: 5 pts	
<b>5. Sustainable Procurement &amp; Risk Management</b>	<b>5</b>
* Risk Management: Identification of risks and reasonableness of mitigation plans.	3
* Environmental, Social, and Governance (ESG) considerations in contract execution.	2
<b>TOTAL TECHNICAL SCORE</b>	<b>100</b>

**An offer is declared technically valid and is considered for financial analysis if it obtains a minimum score of eighty (80) points**

#### **Financial Evaluation**

The financial proposals shall be evaluated in accordance with the formula below. The bidder or bidders with the lowest financial proposal (Fm) shall be given 100 points.

The financial scores of the other bidders (F) shall be computed as follows:

**$N_f$  (financial score) =  $100 \times F_m / F$  (F = amount of financial proposal converted in the common currency)**

#### **Final Ranking**

The bidder with the highest combined technical and financial score will be ranked first and eligible for the award of the contract.

### **Award of Contract**

AVPA will sign the contract with the bidder who attained the highest combined technical and financial score and with whom satisfactory price, terms, and conditions have been agreed.

### **Post Qualification**

Prior to award of the contract, AVPA may undertake a site visit to a prospective bidder's premises, contact referees, and carry out due diligence review in order to validate the information provided in the proposal. The selected bidder will be required to provide an insurance certificate for the bidder's professional liability.

### **Language skills**

The program of work requires that the consultant have a strong working knowledge of English.

### **Misrepresentation**

The process of AVPA making its decision is largely reliant upon the information supplied by the bidder. Should it be found that aspects of such information are incomplete, untrue, or misleading, AVPA reserves the right to terminate /disqualify the bidder.

### **Contact Information**

For further information, please contact the AVPA Events Team via [conference@avpa.africa](mailto:conference@avpa.africa), with copies to [smutisya@avpa.africa](mailto:smutisya@avpa.africa) and [vmwanza@avpa.africa](mailto:vmwanza@avpa.africa).