

**REQUEST FOR SERVICES**

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**CALL FOR EVENT PLANNING AND PUBLIC RELATIONS  
CONSULTANT IN WASHINGTON D.C.**

**Issued by  
The Global Alliance for Improved Nutrition (GAIN)**

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## **I. PROJECT BACKGROUND AND SCOPE OF WORK**

### **1. ABOUT GAIN**

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by the most vulnerable people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Benin, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Tanzania and Uganda. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

### **2. BACKGROUND**

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for event planning and public relations services in Washington D.C. and will be the administrative lead organisation for this RFP.

The purpose of this RFP is to identify an event planning and public relations firm/agency to support the development and management of GAIN’s EatSafe final dissemination event in Washington D.C.

### **3. ABOUT THE EVENT**

Feed the Future’s EatSafe: Evidence and Action Towards Safe, Nutritious Food (EatSafe) is a USAID-funded, five-year, multi-country program aimed to enable lasting improvements in the safety of nutritious foods in traditional markets by focusing on behavior change.

As the program ends, EatSafe will celebrate the progress it has made through a final dissemination event in April 2024. The objectives of the event are to 1) improve the visibility of food safety among key stakeholders while fostering strategic collaboration and relationship stewardship, 2) raise the profile of EatSafe as an evidence-based food safety program through awareness creation, 3) showcase EatSafe’s achievements in the last five years, and 4) generate further interest and increased support and partnership from development partners and private sector for GAIN.

### **4. SCOPE OF WORK**

Joining our global colleagues in celebration of EatSafe’s achievements over the last five years, GAIN seeks the services of an event planner who will work with the organizers to support the development and management of the event. We are envisioning it to be a 2-3 hour after-work, themed event focused on promoting the importance of food safety and nutrition in traditional markets. Key activities will include:

1. Film screening and fireside chat – to kick off the event, EatSafe will host an exclusive screening of its latest film about food safety. A fireside chat will follow to discuss the film and raise awareness of the global issue.
2. Activation exhibition – the exhibition will feature EatSafe’s 5-7 food safety interventions. Set up gallery style, participants can experience and observe the interventions first-hand.
3. Networking – participants (<100) will have ample time and opportunity to network and foster relationships. This includes assurance of stakeholder attendance through a strong PR campaign and a venue that supports networking.

To support the organization and execution of the event, GAIN is seeking a consultant that will be responsible for, but not limited to, the following activities

<b>Key activities:</b>	
Event development	<ul style="list-style-type: none"> <li>• Identify and contract vendors (venue, rentals, food, etc.)</li> <li>• Be the lead point of contact for vendors and GAIN coordinator</li> <li>• Develop event timeline and floor plan</li> <li>• Lead program management and run of show</li> <li>• Lead event set-up and load out</li> <li>• Develop final event report</li> </ul>
Public relations	<ul style="list-style-type: none"> <li>• Lead invitation and registration management</li> <li>• Lead audience/stakeholder recruitment and engagement</li> <li>• Support media relations</li> <li>• Act as speaker liaison</li> </ul>
Other logistics	<ul style="list-style-type: none"> <li>• Design and procure printed materials and assets</li> <li>• Execute on-site details, including site visits, AV/tech support</li> </ul>

The successful applicants shall:

- Participate in brainstorming sessions to share pre-production perspectives and ideas.
- Work closely with the GAIN EatSafe Team from concept to execution.
- Deliver assets following EatSafe’s brand guidelines (Feed The Future branding and marking)

## 5. REQUIREMENTS

The consultant must have the following qualifications and demonstrate the following qualities:

- Be based in Washington D.C. and have a well-known network of contacts in the international development sector
- Good listening skills to understand our needs and translate them into solutions.
- Effective communication skills and proven ability to work with various stakeholders, clients, vendors, and team members. The consultant must be able to clearly convey their ideas, negotiate contracts, and manage expectations.
- Systematic thinking process that demonstrates good judgment, great problem-solving skills, and creativity.
- Strong budget management skills and the ability to ensure that the event stays within the allocated funds.

- Ability to handle the requirements of multicultural internal clients and experience with international organizations
- Experience organizing high-level corporate events.
- Effective communication and people engagement skills
- Strong report-writing skills
- A proven track record of planning and executing successful corporate events. Previous experience in event planning is required.
- Very strong organizational skills and attention to detail to ensure nothing is overlooked.
- An established network of reliable vendors, such as caterers, venues, decorators, and audio-visual teams.

## II. SELECTION

The selection will be made from a limited pool of consultants based on strong profiles and positive referrals received from other organizations. Consideration will be based on the quality of the proposed methodology/approach and how well the consultant(s) meets the key requirements.

## III. BUDGET

Your budget should be inclusive of all cost estimates and service fees, inclusive of all taxes and indirect costs. Please ensure the budget includes all vendor costs (e.g., rentals, venue, food, printing, etc.). Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern the process.

## IV. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses. Incomplete proposals will not be accepted.

### 1. SUBMISSION

Please submit an electronic copy of your proposal by email with the subject line ‘**Application for Event and PR Services for EatSafe**’. Your proposal, as well as requests for additional information, can be directed to:

EatSafe@gainhealth.org

### 2. PROPOSAL CONTENT

**Letter of Introduction:** This should be on a letterhead, indicating that a formal offer of services is being made about this request and must include a brief business profile with previous organizations the consultant has worked with in a similar capacity.

**Brief description of proposed approach:** No more than 2 pages of text (PDF or PPT), this description should include the best approach and the value addition to the planning of the outlined events.

**Workplan:** The consultant(s) is requested to provide a preliminary proposed process flow for the timeline leading up to, the day of, and the follow-up of the event based on the outlined activities.

**Budget:** The consultant should provide a cost-effective and ‘value for money’ budget in USD, setting out all contingencies envisaged.

## **DEADLINE**

Completed proposals should be submitted to GAIN **before Friday, October 6, 2023.**

## **3. COMPLETION**

- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this RFP, the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions concerning the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

## **4. RIGHTS OF REJECTION**

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

# **V. TERMS AND CONDITIONS OF THIS SOLICITATION**

## **1. NOTICE OF NON-BINDING SOLICITATION**

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate. Contract award is contingent on donor funding approvals.

## **2. CONFIDENTIALITY**

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

## **3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL**

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

#### **4. LIMITATIONS WITH REGARD TO THIRD PARTIES**

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

#### **5. COMMUNICATION**

All communication regarding this solicitation shall be directed to appropriate parties at GAIN.

#### **6. FINAL ACCEPTANCE**

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the terms and conditions including the costs and the scope of work of each requested project to be agreed between GAIN and the applicant.

#### **7. INTELLECTUAL PROPERTY**

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.