TERMS OF REFERENCE

Event Management, Branding and Communications for Bangladesh Youth Connect

Manusher Jonno Foundation (MJF)
Supported by the ICNL, Nagorik and Swadhinata Projects

Assignment Information	Details
Assignment	**Bangladesh Youth Connect**
Event date	30 November 2026
Venue	To be proposed and arranged by the Service Provider within Dhaka City, subject to MJF's prior approval
Expected participation	Approximately 300 participants
Proposal submission deadline	11 November 2026
Submission email	procurement@manusher.org

1. Background and Purpose

Manusher Jonno Foundation (MJF) will organise Bangladesh Youth Connect, a national youth event supported by its three ongoing projects: ICNL, Nagorik and Swadhinata. The event will bring together young people from all eight divisions of Bangladesh to participate in dialogue, showcase their initiatives and develop collective recommendations for consideration at the national level.

MJF intends to engage an experienced agency or firm (hereinafter referred to as the "Service Provider") to deliver comprehensive event management, branding, communications, public engagement and promotional support. The assignment will cover strategic planning, creative development, venue arrangements, digital engagement, media visibility, stakeholder coordination, event execution, documentation and post-event communications.

2. Objectives of the Assignment

- Provide a national platform for young people to express their voices and connect grassroots priorities with national-level dialogue.
- Showcase youth-led initiatives, activities and achievements through dedicated exhibition stalls.
- Strengthen connections and collaboration between rural and urban youth.
- Consolidate youth perspectives into collective recommendations for presentation at the national level.
- Ensure a coherent event identity, inclusive participation and effective public visibility for youth voices, initiatives and the collective Dhaka Declaration, in line with MJF-approved messaging and project visibility requirements.

3. Event Overview

Particulars	Details
Host organisation	Manusher Jonno Foundation (MJF)
Supporting projects	ICNL, Nagorik and Swadhinata
Event date	30 November 2026
Venue configuration	One plenary hall with seating for approximately 300 participants; one separate room for a simultaneous panel discussion; and an exhibition area
Programme hours	09:00–19:30. Setup and dismantling access must be agreed with MJF and the venue.
Proposal submission deadline	11 November 2026
Submission email	**procurement@manusher.org**

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The plenary hall will accommodate Panel 01, while the separate room will accommodate Panel 02 during the parallel-session period. The separate room is expected to accommodate approximately 100 participants. The Service Provider must propose a venue and floor plan that safely accommodate the approved participant numbers. Final room allocation and floor plans are subject to MJF's approval.

4. Proposed Programme and Session Arrangements

The following programme is indicative and subject to MJF's approval. All guests, speakers, moderators and performers will be confirmed by MJF. The Service Provider will coordinate invitations and technical requirements only when authorised by MJF. The proposed lunch break is 13:30–14:30, subject to confirmation.

Time	Session / Activity	Venue / Notes
09:00–10:00	Registration and participant arrival	Registration area
10:00–11:30	Opening session	Plenary hall
11:30–13:30	Panel 01: Celebrating Differences: Youth Building an Inclusive Bangladesh	Plenary hall
11:30–13:30	Panel 02: Digital Democracy	Separate room; parallel with Panel 01
13:30–14:30	Lunch break	Dining area
14:30–16:30	Final plenary and closing; presentation of the Dhaka Declaration: A Collective Recommendation	Plenary hall
As scheduled	Exhibition, Youth Voice, Vision and Action display, Youth Power Chair recordings and cultural performances	Relevant event areas; timing to be approved by MJF
By 19:30	Event close and transition to dismantling	All event areas

5. Scope of Work

5.1 Planning, Venue Sourcing and Coordination

- Prepare an inception plan, detailed production schedule, itemised service schedule, proposed floor plans, staffing plan, supplier coordination plan, risk assessment and comprehensive event run sheet.
- Identify, propose and arrange a suitable venue within Dhaka City that meets all event requirements. The proposal must include venue options, photographs, facilities, capacity, accessibility features, layout and a detailed cost breakdown.
- Obtain MJF's prior written approval before confirming or booking the venue. The venue cost must be clearly itemised in the financial proposal.
- Coordinate with the ICNL, Nagorik and Swadhinata project teams and maintain regular communication with MJF.
- Coordinate venue permissions, supplier arrangements and operational requirements, as applicable.
- Conduct site visits, technical inspections, installation checks and rehearsals before the event.
- Coordinate all suppliers, performers and subcontractors, subject to MJF's approval, and ensure timely delivery of agreed services.

5.2 Branding and Creative Production

- Develop an event identity, creative mnemonic and visual direction reflecting the objectives and key messages of Bangladesh Youth Connect.
- Design and adapt approved artwork for stage backdrops, exhibition stalls, signage, photo booth, Youth Power Chair, printed materials and digital platforms.
- Apply MJF, project and partner logos in accordance with MJF-approved visibility and branding guidelines.
- Submit designs, mock-ups, samples and production specifications to MJF for written approval before printing, fabrication or installation.

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- Provide editable source files and final production-ready artwork to MJF.

5.3 Communications and Promotion

- Prepare an MJF-approved communications plan covering pre-event awareness, event-day communications and post-event dissemination.
- Develop digital creatives, social media copy, stakeholder promotion materials, media briefing content and a proposed publication schedule.
- Support media liaison, interview coordination, press arrangements and event-day media management, as directed by MJF.
- Ensure public-facing messages, photographs, videos, captions and publications receive MJF approval before release.
- Obtain prior written approval for paid promotion, influencer engagement, sponsorship visibility or additional communications expenditure. Such costs must be separately identified in the financial proposal.

5.4 Venue Setup and Event Production

- Arrange accessible venue facilities, stage and exhibition installation, sound systems, LED/display screens, lighting, protected cabling, backup power and on-site technical support.
- Manage participant registration, room transitions, catering coordination, cultural performances, concert changeover, crowd flow, cleaning and venue operations.
- Provide competent event, stage, sound, lighting, registration and technical personnel throughout the assignment.
- Manage installation, event-day operations, dismantling, waste management and formal handover of the venue.

5.5 Accessibility, Safety and Participant Protection

- Ensure step-free routes, accessible toilets, accessible seating, clear directional signage and appropriate support for participants with disabilities.
- Include sign-language interpretation and English interpretation equipment for up to six users as separately priced provisional services, subject to MJF confirmation of need, language direction and duration.
- Arrange first aid, emergency contacts, crowd management, incident reporting and a designated safeguarding focal person for the event.
- Ensure consent-based and respectful photography, filming and documentation, and avoid disclosure of sensitive personal information.
- Comply with MJF's Safeguarding Policy and Child Protection Policy and promptly report any safeguarding concern through the MJF-approved reporting channel.

5.6 Documentation and Reporting

- Provide professional photography and coordinated videography in both halls and at the Youth Power Chair recording area.
- Submit an agreed shot list and documentation plan before the event.
- Provide edited photographs, event highlights, organised source footage and copies of approved communications outputs.
- Submit a final event report covering implementation, participation, key activities, outputs, media and communications coverage, challenges and recommendations.
- Agree the number of photographs, video duration, formats, editing requirements, delivery timeline and publication permissions with MJF during inception.

6. Registration and Participant Coordination

The Service Provider will develop an MJF-approved Google Form and registration workflow. Submission of the form will constitute an application only; participation will be confirmed following MJF's selection process. The Service Provider must not issue acceptance or confirmation messages without prior MJF approval.

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The proposed registration form may include the following fields, subject to MJF's approval:

- Name, age or age band, division and district, and contact details;
- Youth affiliation, organisation or initiative, and motivation for participation;
- Preferred parallel session and interest in exhibiting a youth-led initiative; and
- Accessibility requirements and dietary preferences or restrictions.
- MJF will determine participant eligibility, age range, selection criteria, divisional representation and inclusion priorities.
- Photography and filming consent must be obtained separately from registration consent.
- Access to personal data must be restricted to authorised personnel. The Service Provider must use MJF-approved accounts and transfer or delete agency-held copies in accordance with the retention schedule agreed with MJF.

7. Discussion Outputs, Exhibition and Awards

- Support each panel with an MJF-approved discussion guide and a common recommendation template recording the issue, proposed action, intended audience and key points of agreement.
- Ensure rapporteurs prepare concise panel findings for presentation during the final plenary. MJF will retain editorial approval of all recommendations and decisions regarding national-level follow-up.
- Coordinate the exhibition of youth-led activities and achievements. MJF will select exhibitors and approve stall allocation, display content and exhibition timing.
- Coordinate stall installation, branding, power supply and exhibitor assistance without disrupting plenary or parallel sessions.
- Provide three rapporteurs to prepare two panel summaries and one consolidated draft of the Dhaka Declaration for MJF review.
- Provide a reusable Youth Voice, Vision and Action display and a Youth Power Chair recording area.
- Coordinate ten awards, each comprising cash, a crest and a certificate, subject to MJF approval of recipients, cash amounts and disbursement arrangements. Cash award amounts must be shown separately from the Service Provider's professional and service fees.

8. Required Services and Materials

The following schedule sets out the proposed service and material requirements for quotation. Quantities and specifications are subject to MJF's final approval. The Service Provider must quote the unit, quantity, unit rate, total cost, applicable VAT and taxes, and final payable amount for each relevant item. Items included in an integrated package must not be charged more than once.

Item	Specification	Quantity
Venue	The Service Provider must propose and arrange a suitable venue within Dhaka City comprising one plenary hall for approximately 300 participants and one separate room for the parallel session (approximately 70 participants), with exhibition, meal and registration areas, accessible routes and toilets. Venue options and the full venue cost must be submitted for MJF's prior approval.	1 venue / 2 halls
Exhibition stalls	15 stalls, each measuring 5 ft (L) × 3 ft (W) × 7 ft (H), with one table, two chairs and a 4 ft × 3 ft banner per stall. Include installation and fixing.	15
Morning refreshments	Spring roll, plain cake and tea/coffee.	300 servings
Evening refreshments	Biscuits, apple and tea/coffee.	300 servings
Lunch	Polao, mutton curry, vegetables, fish fry, soft drinks, salad and 500 ml bottled mineral water.	350 servings
Drinking water	Water dispensers with safe drinking water available throughout the day, including drinking glasses.	As required

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Awards	One crest and one certificate for each recipient. Cash award amounts and disbursement to be handled as approved by MJF and separately itemised.	10 sets
Youth-focused band	Engagement of one popular youth-focused band for a live performance.	1
Opening cultural performance	Performance by an Indigenous cultural group.	1
Event mnemonic and visual identity	One creative mnemonic and visual identity aligned with project objectives and consistently applied across event materials, halls and digital platforms.	1 design package
Main hall backdrop	Approximately 25 ft × 10 ft, or smaller as approved, with wooden frame, customised event design and project branding/logos. Include a stage-front drop-down banner (proposed 15 ft × 1 ft).	1
Supporting hall backdrop	Approximately 15 ft × 10 ft or larger, with wooden frame and customised design reflecting the hall theme and overall event identity.	1
Standees	4 ft × 8 ft customised standees, including one for the Youth Power Chair recording background.	8
X-banners	2 ft × 5 ft banners for registration, directional indicators, refreshment area and hall identification.	8
Photo booth	Approximately 8 ft × 10 ft, featuring the event mnemonic, creative design and project branding.	1
Sticker printing	Customised stickers for the stage, podium, boxes, indicators and other approved branding requirements, in various sizes.	15 pieces / assorted sizes
Videography	Three dedicated filming setups: one in each hall and one at the Youth Power Chair area, with cameras, microphones and lighting.	3 setups
Youth Voice, Vision and Action display	One freestanding set of three connected folding panels, approximately 2.5 ft × 6 ft, per panel with removable multicolour Voice, Vision and Action graphics and speech-bubble response cards. The display must be reusable.	1 set
Brochure	A5, two-fold brochure, multicolour print, approximately 100 gsm paper; final paper and finish subject to MJF approval.	500
Branded pens	Good-quality pens carrying event/project branding.	350
Name badges	Standard-size plastic badges with glossy finish, in two colours reflecting the respective hall themes.	350
Decorative cut-outs / props	Campaign phrases or graphics for placement beside the photo booth, approximately 1 ft × 0.5 ft or 1 ft × 1 ft.	10
Wristbands	Multicolour rubber wristbands with a customised event mnemonic or short message.	350
Food tokens	Printed food tokens carrying the event identifier and appropriate numbering.	350
Youth Power Chair stage	Small, stable raised platform with stairs and chair, including an accessible ground-level option. Proposed five stairs 3 feet from the ground, each with branding stickers.	1
Stainless-steel water bottles	Reusable 500 ml stainless-steel bottles with event/project branding.	350
Paper bags	Standard paper bags suitable for participant materials and souvenirs.	350
Sound systems and operators	Two independent hall sound systems with mixers and operators; approximately eight cordless microphones overall, with at least three per room. Confirm final allocation and concert requirements.	2 systems

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LED screens and presentation support	Two LED screens proposed for stage-wing/display use. The dimensions, visibility, placement and display configuration must be proposed by the Service Provider and approved by MJF before production.	2 screens, provisional
Stage, furniture, lighting and decoration	Stage, lectern, panel seating, tables, platform decoration, concert lighting and safe access, according to approved designs.	1 integrated package
Power and backup	Safe power distribution, protected cables, backup power, microphones and playback equipment.	1 package
Safety, setup and dismantling	First aid, incident arrangements, rehearsals, installation, waste management, removal and venue handover.	1 package

9. Agency Qualifications and Proposal Requirements

9.1 Minimum Qualifications

- At least three years of demonstrated experience in event management, branding and communications, including comparable festivals, expos, conferences or public campaigns.
- Experience working with NGOs, development agencies, government entities or corporate clients is preferred.
- Demonstrated experience in youth engagement, exhibitions and live performance production.
- Relevant work samples, client references and evidence of successful assignments must be provided.
- The proposed team must demonstrate capacity in event branding, venue design, production, social media marketing, digital campaigns, creative writing, graphic design, media relations, partner visibility and logistics coordination.
- The agency must nominate an event lead and demonstrate access to adequate technical, creative and operations personnel, as well as relevant media, creative and production networks.

9.2 Technical Proposal

The technical proposal must include:

- Agency profile and relevant organisational experience;
- Understanding of the assignment, objectives and expected outputs;
- Proposed delivery approach and methodology;
- Proposed venue options, facilities, capacity, accessibility arrangements, floor plan and venue cost;
- Proposed staffing structure, key personnel and roles;
- Programme and event operations plan;
- Branding, communications and media approach;
- Accessibility, safeguarding, safety and risk management arrangements;
- Work plan and implementation schedule; and
- Assumptions, exclusions and any proposed subcontracting arrangements.

9.3 Financial Proposal

The financial proposal must provide an itemised budget showing quantities, units, unit rates, subtotals, applicable VAT and taxes, and the final payable amount. The proposal must clearly distinguish base services, optional services, provisional quantities, venue costs, supplier/artist fees and cash awards. Any assumptions, exclusions or additional costs must be stated explicitly. Relevant business and tax registration documents must be attached.

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10. Evaluation Criteria

Proposals will be evaluated against the following criteria and weightings, subject to MJF's approval and applicable procurement procedures.

Evaluation criterion	Weight
Understanding of the ToR and relevant experience	30%
Proposed methodology	20%
Team composition and expertise	20%
Financial proposal	30%
Total	100%

11. Deliverables and Approval Process

Stage	Key deliverables / outputs	Review / approval
Inception	Inception plan; detailed work plan and production schedule; itemised service schedule; proposed venue options and floor plan; staffing and supplier plan; risk assessment; registration workflow; communications plan.	MJF review and written approval
Pre-event	Approved event identity and artwork; approved venue and technical arrangements; production-ready designs; approved programme run sheet; registration database and participant coordination updates; rehearsal and readiness checklist.	MJF approval before production and external communication
Event day	Fully managed event delivery; registration and venue operations; exhibition and session support; technical production; photography/videography; rapporteur support; award coordination.	MJF monitoring and acceptance
Post-event	Two panel summaries; consolidated draft Dhaka Declaration; edited photographs; agreed video outputs and source footage; communications outputs; final event report; organised and transferred project files.	MJF review and final acceptance

Specific quantities, formats, lengths and delivery dates for documentation outputs will be agreed during inception. All deliverables and public-facing materials require MJF review and approval, as applicable.

12. Contract Value and Payment Arrangements

The maximum budget allocated for the event is BDT 1,447,000 (Fourteen Lakh Forty-Seven Thousand only), inclusive of all applicable VAT, taxes, and other charges. The procurement process will follow a competitive bidding procedure. Interested service providers are requested to submit their financial proposals within the specified budget ceiling. The final contract value will be determined based on the competitive evaluation process and the approved financial proposal of the selected Service Provider.

Payment milestones, advance payment requirements (if applicable), statutory deductions, cancellation or postponement provisions, and final acceptance procedures will be specified in the contract between Manusher Jonno Foundation (MJF) and the selected Service Provider. Final payment will be subject to MJF's satisfactory acceptance of the agreed deliverables and submission of the required invoices and supporting documentation.

The contract will also define provisions relating to confidentiality, ownership and permitted use of event materials, third-party music and image permissions, safeguarding obligations, and supplier accountability. The selected Service Provider will remain fully accountable for the performance of its subcontractors and must obtain MJF's prior written approval before undertaking any material subcontracting or incurring additional expenditure beyond the agreed contract value.

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13. General Terms and Conditions

- Applicants must submit the following legal and financial documents with their proposals: (i) updated Trade Licence; (ii) TIN Certificate; (iii) BIN Certificate; (iv) income tax deposit slip for the last fiscal year; and (v) bank information, including branch name, account name, account number and routing number. Failure to submit any required document may result in disqualification in accordance with MJF's procurement requirements.
- The selected Service Provider must review and incorporate MJF's recommendations on the proposal before commencing the assignment.
- The Service Provider must comply with all applicable MJF policies, including its Safeguarding Policy and Child Protection Policy.
- Either party may terminate the agreement by providing 15 (fifteen) days' written notice after signing, subject to the terms of the agreement. MJF reserves the right to terminate the contract in the circumstances set out in the agreement, including failure to fulfil the requirements of this ToR.
- All documents, information and data entrusted to or produced by the Service Provider in connection with this assignment must remain strictly confidential and must not be used for any other purpose without MJF's prior written consent. This obligation will continue after completion or termination of the assignment.
- In the event of a major natural disaster, war or major civil or political unrest, the agreement may be negotiated and jointly revised to reflect changes in the implementation environment.
- Technical and financial proposals must be submitted in non-editable format and bear the signature of an authorised representative.
- MJF reserves the right to accept or reject any or all proposals, in whole or in part, at its discretion. MJF is not obligated to accept the lowest-priced proposal.

14. Confidentiality, Disclosure and Data Protection

The Service Provider acknowledges that all information obtained during the assignment, including information received before, during and after the contract period, must be treated as strictly confidential. Such information must not be disclosed, shared or used for any purpose other than the execution of the contract unless expressly authorised in writing by MJF.

Access to information must be restricted to authorised personnel on a need-to-know basis. The Service Provider must take appropriate measures to protect participant information, registration records, photographs, recordings and other project materials, and must follow MJF's instructions regarding storage, transfer, retention and deletion.

15. Safeguarding and Protection

The individual consultant, team or firm engaged under this assignment must fully comply with MJF's Safeguarding Policy and Child Protection Policy. Any breach or failure to comply, particularly in relation to the protection of children and vulnerable adults, may result in immediate termination of the agreement. MJF reserves the right to take appropriate legal or corrective action to address any damage or loss arising from non-compliance with its safeguarding policies.

16. For any queries:

Name	Nusrat Fatima
Designation	Project Officer, Media & Communication
Phone	01805102785
Pre-bid meeting session: Dated: 9-11-2026; Time: 11:00 AM – 01:00 PM Link: https://zoom.us/j/96603667366?pwd=zfrd2dYQldrajknFOa9PnQwVLRSa1m.1 Meeting ID: 966 0366 7366 Passcode: 968822	

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