

## TERMS OF REFERENCE (TOR)

### ToR 1 of 4: Event planning, venue decoration, branding, media engagement and overall event management

|                                        |                                                                                                                                                                   |
|----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Name of the Programme</b>           | Healthy Village in Urban Programme (HVUP) – Max Foundation Bangladesh                                                                                             |
| <b>Consultancy/ Service title</b>      | Engagement of an Event Management and Communication Agency for the National Dissemination of Research Findings under the Healthy Village in Urban (HVU) Programme |
| <b>Consultancy Mode</b>                | National, short term                                                                                                                                              |
| <b>Type of contract</b>                | Selective consulting firm (event management and communication agency)                                                                                             |
| <b>Submit application to</b>           | Kumkum Sazia Kutubuddin, HR, Operation and Procurement Advisor<br>Email: kumkum@maxfoundation.org                                                                 |
| <b>Mode of selection</b>               | Competitive                                                                                                                                                       |
| <b>Duration of contract</b>            |                                                                                                                                                                   |
| <b>Tentative contract signing date</b> |                                                                                                                                                                   |

### 1. Background

Max Foundation (MF) is an international organization that has been working in Bangladesh since 2005, focusing on effective prevention of child mortality and stunting. The Foundation aims to ensure sustainable access to, and use of, improved WASH (Water, Sanitation, and Hygiene), Nutrition, and Health facilities, products, and services in underserved areas.

As part of its urban programming, Max Foundation has been implementing the Healthy Village Urban Programme (HVUP) since 2022 in urban and peri-urban areas of Lalmonirhat district. The programme adopts a holistic, community-based approach integrating WASH, Infant and Young Child Feeding (IYCF), Growth Monitoring and Promotion (GMP), disability-inclusive services, community engagement, and local entrepreneurship.

To evaluate the implementation pathways and outcomes of HVUP, Max Foundation commissioned a research study in partnership with BRAC James P Grant School of Public Health (JPGSPH), BRAC University. The study adopted a mixed-method design using the RE-AIM and CFIR frameworks to explore the mechanisms, facilitators, barriers, and sustainability of the programme. The research has now been completed, and Max Foundation seeks to disseminate the findings through a national-level seminar, bringing together key stakeholders to share learnings and inform future programming. Max Foundation Bangladesh (MFB), under its Healthy Village in Urban (HVU) Programme, has partnered with the BRAC James P Grant School of Public Health (JPGSPH), BRAC University, to conduct a research study titled:

“From Systems to Communities: Understanding Pathways of Change in the Healthy Village in Urban Programme.”

The study explores the pathways through which the HVU Programme influences health and nutrition service delivery, community practices and inclusivity in urban settings, with particular attention to the mechanisms that contribute to the sustainability of programme outcomes.

### 2. Context and Need for the Assignment

Sharing research findings with relevant stakeholders is a critical step in translating evidence into action. A national-level dissemination seminar will provide a platform for:

- Presenting key findings of the HVUP research to policymakers, practitioners, donors, and academia.
- Generating evidence-based dialogue on child nutrition, WASH, and urban health programming.
- Identifying recommendations and policy actions for scaling up effective programme components.
- Strengthening coordination and collaboration among government, NGOs, and development partners working in urban health and nutrition.

MFB is procuring the services for this seminar through four separate Terms of Reference:

- **ToR 1:** Event planning, venue decoration, branding, media engagement and overall event management (this ToR)
- **ToR 2:** Venue and food
- **ToR 3:** Photography and audio-visual documentation
- **ToR 4:** Souvenirs for participants

Daily subsistence allowance (DSA) for government participants falls outside all four ToRs. MFB will manage DSA directly.

The purpose of this assignment is to engage a professional agency to plan, coordinate and manage the national-level dissemination event, covering event planning, venue decoration, branding, research dissemination materials, participant management and media engagement. The agency will act as the overall event manager and on-site coordinator for the vendors engaged under ToRs 2, 3 and 4.

The agency will work closely with MFB and JPGSPH throughout the planning and implementation process.

### **3. Objectives of the Assignment**

The overall objective of the assignment is to organize and manage a high-quality national-level dissemination seminar on the HVUP research findings.

The specific objectives are to:

1. Provide end-to-end event management support for the national dissemination seminar.
2. Develop and implement a professional event plan in consultation with MFB.
3. Support production and dissemination of high-quality event and research communication materials.
4. Ensure appropriate branding and visibility of MFB, JPGSPH and relevant programme/donor stakeholders.
5. Facilitate smooth logistical arrangements for speakers, participants and guests, in coordination with the venue provider.
6. Coordinate the photography and audio-visual provider and the souvenir supplier on behalf of MFB.
7. Ensure that research findings are presented accurately and in a visually accessible manner, based on content approved by MFB and JPGSPH.
8. Produce a professional post-event documentation package.

### **4. Scope of Work**

The selected agency will be responsible for the following activities:

#### **A. Event Planning and Coordination**

The agency will:

- Develop a detailed event implementation plan and timeline in consultation with MFB.

- Develop an event checklist covering all logistical, technical, communication and branding requirements.
- Coordinate with MFB and JPGSPH regarding venue, programme flow, speakers, moderators, presentations and other event requirements.
- Conduct venue assessment and provide recommendations on venue setup, seating arrangement, stage design, registration area and participant flow.
- Coordinate with the venue provider the photography and audio-visual provider and the souvenir supplier and any other vendors engaged by MFB.
- Prepare and maintain a detailed event-day run sheet.
- Provide an experienced event coordinator and sufficient support staff throughout the event.
- Conduct a final pre-event coordination meeting with MFB and relevant stakeholders.

## **B. Venue Decoration and Setup**

The venue will be selected by MFB. Working with the venue provider, the agency will arrange/manage:

- Venue decoration;
- Stage and backdrop setup;
- Registration and reception desk setup;
- Participant seating layout;
- VIP/speaker seating and reception arrangements;
- Directional/signage materials;
- Name badges and registration materials;
- Any other setup requirements necessary for smooth execution of the event.

## **C. Event Branding and Visibility**

The agency will develop and produce event branding materials in consultation with MFB, including:

- Main event backdrop;
- Stage branding;
- Registration backdrop/signage;
- Directional signage;
- Roll-up banners/standees, where required;
- Speaker/podium branding;
- Digital invitation/e-invitation;
- Event screen/presentation templates;
- Name badges;
- Table signs and reserved seating signs;
- Social media/event announcement creatives, where required.

All branding and communication materials must receive prior approval from MFB before production. The agency will share the approved logo files and branding guidance with the souvenir supplier (ToR 4).

## **D. Research Dissemination Materials**

The agency will support the design, formatting, printing and distribution of research dissemination materials based on content provided and approved by MFB and JPGSPH. The materials may include:

## **1. Research Findings: 2-Pager**

The agency will professionally design and print concise two-page research findings brief highlighting:

- Research background;
- Objectives;
- Research questions;
- Methodology;
- Key findings;
- Key implications/recommendations; and
- Relevant visualisations/infographics.

The agency will not alter, interpret or independently develop research findings. All technical content will be provided/approved by MFB and JPGSPH.

## **2. Participant Folder**

The agency will design and produce branded participant folders containing, as appropriate:

- Research findings 2-pager;
- Event agenda;
- Relevant programme information;
- Note sheets/other approved materials.

## **3. Notepad and Pen**

The agency will arrange branded notepads/pads and pens for participants and guests.

## **4. Additional Materials**

Where required and approved by MFB, the agency may also produce:

- Research infographic;
- Programme fact sheet;
- Speaker cards;
- Invitation cards;
- Digital research dissemination materials.

*Souvenirs are procured under separately TOR. The agency will receive the souvenir sets from the supplier and distribute them to participants.*

## **E. Invitation and Participant Management**

In coordination with MFB, the agency will support:

- Preparation and design of event invitations;
- Distribution of invitations through agreed channels;
- RSVP tracking;
- Participant database management;
- Confirmation of attendance;
- Preparation of final participant list;
- Sharing confirmed participant numbers with the venue provider for catering;
- Preparation of name badges;
- Registration desk management;
- Preparation of attendance sheets;
- Distribution of participant folders, materials and souvenir sets;
- VIP and speaker reception.

The stakeholder list and invitations will be approved by MFB before dissemination. Potential stakeholders may include representatives from:

- Government ministries and departments;
- Local government institutions;
- Health and nutrition sector;
- WASH sector;
- Disability and social protection stakeholders;
- Development partners;
- UN agencies;
- Research and academic institutions;
- NGOs and civil society organisations;
- Private-sector/market actors;
- Media;
- Community and programme representatives; and
- Other relevant stakeholders identified by MFB and JPGSPH.

#### **F. Technical and Stage Management**

Audio-visual equipment and an on-site technician will be provided by the venue under ToR 2. Working with the venue's technical team, the agency will ensure smooth technical and stage management of the event, including:

- Testing of microphones and sound system;
- Testing of presentations and audiovisual equipment;
- Coordination of presentation files;
- Slide transition support;
- Video playback, if applicable;
- Management of lighting and stage requirements;
- Time management support;
- Coordination with moderator and speakers;
- Backup arrangements for presentations.

#### **G. Media and Communication Support**

Subject to MFB's direction, the agency may support:

- Media invitation and coordination;
- Preparation of a media/press information pack based on approved research findings;
- Media registration;
- Coordination with journalists during the event;
- Coordination with the photography and audio-visual provider (ToR 3) on media and social media photo needs;
- Development of approved social media content;
- Preparation of post-event communication materials.

The agency will not independently communicate or publish research findings without prior written approval from MFB and JPGSPH.

#### **H. Event-Day Management**

The agency will provide complete event-day management support, including:

- Venue setup and decoration;
- Registration management;

- Participant reception;
- Distribution of materials and souvenir sets;
- VIP management;
- Speaker coordination;
- Stage management;
- Technical management, with the venue's technical team;
- Time management;
- Catering coordination with the venue provider;
- Coordination with the photography and audio-visual team;
- Troubleshooting and contingency management;
- Coordination with MFB focal persons; and
- Dismantling of branding and decoration materials, and venue handover after completion.

## **I. Post-Event Documentation**

Within an agreed timeframe after the event, the agency will submit:

- Final participant/attendance list;
- Summary of participant attendance;
- Media coverage compilation, where applicable;
- Copies of all designed/printed materials;
- Documentation of key event activities; and
- Final event report, incorporating selected photographs supplied by the ToR 3 provider.

## **5. Key Deliverables**

The selected agency will be expected to deliver, at minimum:

| Sl. | Deliverable                    | Expected Output                                                |
|-----|--------------------------------|----------------------------------------------------------------|
| 1   | Event implementation plan      | Detailed work plan, timeline and event checklist               |
| 2   | Venue decoration and setup     | Decorated and fully set-up venue, ready by the agreed time     |
| 3   | Invitation package             | E-invitation and participant coordination                      |
| 4   | Event branding                 | Backdrop, banners, signage and other approved branding         |
| 5   | Research findings 2-pager      | Designed, formatted and printed copies                         |
| 6   | Participant folders            | Branded folders containing approved materials                  |
| 7   | Notepad and pen                | Branded participant stationery                                 |
| 8   | Name badges and registration   | Registration desk and participant management                   |
| 9   | Technical and stage management | Smooth running of sessions, presentations and programme timing |
| 10  | Media/communication support    | Approved media and communication support                       |
| 11  | Vendor coordination            | Coordinated delivery by ToR 2, 3 and 4 providers               |
| 12  | Post-event report              | Comprehensive event documentation package                      |

## **6. Roles and Responsibilities**

### **Max Foundation Bangladesh**

MFB will:

- Provide overall strategic direction for the event.
- Approve the event concept, date, venue and programme.
- Provide the research report and other relevant programme information.
- Coordinate with JPGSPH regarding research content.
- Approve the participant/stakeholder list.
- Approve all event branding and communication materials.
- Approve the research findings 2-pager and other research-related materials before printing.
- Coordinate speakers, moderators and key guests.
- Provide necessary programme-related technical inputs.
- Review and approve the agency's event plan and budget.
- Contract the ToR 2, 3 and 4 providers and share their contact details with the agency.
- Manage DSA for government participants.
- Provide timely feedback and approvals.

### **JPGSPH / Research Partner**

JPGSPH will:

- Present the research findings during the dissemination event.
- Provide the approved research findings and technical content.
- Provide technical inputs to ensure the accuracy and quality of dissemination materials.
- Review and validate research-related communication materials.
- Support technical sessions/presentations as agreed with MFB.

### **Event Management and Communication Agency**

The agency will:

- Manage all agreed event logistics and coordination;
- Develop and produce approved event materials;
- Manage venue decoration and stage arrangements;
- Coordinate participant registration;
- Coordinate the venue, photography and audio-visual, and souvenir providers on behalf of MFB;
- Provide event-day coordination staff;
- Support media and communication activities as approved;
- Ensure timely delivery of all agreed materials;
- Maintain quality standards for all products and services;
- Ensure confidentiality of all research and programme materials;
- Obtain prior approval from MFB before publishing or externally sharing any research-related content.

## **7. Expected Duration**

The assignment is expected to cover the period from 20 September to 15 November 2026, including:

- Pre-event planning and preparation;

- Production of event materials;
- Participant coordination;
- Event-day management; and
- Post-event documentation.

The event is expected to take place during the week of 25 October 2026. MFB will confirm the exact date.

## **8. Required Qualifications and Experience of the Agency**

The agency should have:

- At least **5 years of demonstrated experience** in professional event management;
- Experience organizing national-level seminars, conferences, workshops or dissemination events;
- Demonstrated experience working with NGOs, development partners, research institutions or donor-funded programmes;
- Strong capacity in event logistics and vendor management;
- Strong graphic design and printing capacity;
- Experience in producing professional communication materials;
- Experience managing VIPs, government representatives and high-level stakeholders;
- Strong coordination and communication skills;
- Ability to mobilize adequate staff and resources within a short timeframe;
- Proven ability to deliver assignments within agreed timelines and budgets.

## **9. Proposed Team**

The agency should propose an appropriate team, which may include:

- Event Manager/Team Leader;
- Logistics Coordinator;
- Communication/Content Coordinator;
- Graphic Designer;
- Registration/Participant Management Team;
- Stage/Technical Coordinator; and
- Other personnel as required.

The agency should clearly specify the roles and level of involvement of proposed personnel.

## **10. Proposal Submission Requirements**

Interested agencies are requested to submit:

### **A. Technical Proposal**

The technical proposal should include:

1. Understanding of the assignment;
2. Proposed event management approach;
3. Detailed implementation plan;
4. Proposed event concept/theme and participant experience;
5. Proposed methodology for managing logistics and coordinating other vendors;
6. Proposed approach for research dissemination materials;
7. Proposed branding and communication approach;

8. Proposed team composition;
9. Relevant experience and references;
10. Portfolio/examples of similar events and communication materials.

## B. Financial Proposal

The financial proposal should provide a **detailed, itemised budget**, including but not limited to:

- Event setup, decoration and branding;
- Printing;
- Research findings 2-pagers;
- Participant folders;
- Notepads;
- Pens;
- Name badges;
- Event staffing;
- Media/communication support;
- Transportation/logistics, where applicable;
- Applicable VAT and Tax; and
- Any other relevant costs.

All prices should be quoted in BDT, inclusive of applicable VAT and Tax.

Venue, food, photography, audio-visual documentation, souvenirs and DSA are covered separately and should not be included. The agency should clearly identify any assumptions made in the financial proposal.

## 11. Selection Criteria

Proposals will be evaluated based on:

| Criteria                                   | Weight      |
|--------------------------------------------|-------------|
| Understanding of the assignment            | 20%         |
| Relevant event management experience       | 20%         |
| Proposed methodology and work plan         | 25%         |
| Team composition and expertise             | 10%         |
| Quality of previous similar work/portfolio | 10%         |
| Financial proposal                         | 15%         |
| <b>Total</b>                               | <b>100%</b> |

MFB reserves the right to request clarification or negotiate with the selected agency before final contracting.

## 12. Payment Schedule

Payment will be made upon successful completion and approval of the following deliverables:

| Installment     | Deliverables                         | % of Payment                 |
|-----------------|--------------------------------------|------------------------------|
| 1st Installment | Inception Report and Event Materials | 40% of total contract amount |

| Installment             | Deliverables                                                                             | % of Payment                 |
|-------------------------|------------------------------------------------------------------------------------------|------------------------------|
| 2nd Installment         | Successful execution of the Dissemination Seminar                                        | 30% of total contract amount |
| 3rd & Final Installment | Event Report, Summary of Findings & Recommendations and post-event documentation package | 30% of total contract amount |

*N.B: VAT and Tax will be deducted as per government rules.*

### **13. Reporting and Coordination**

The selected agency will report to the designated focal person of Max Foundation Bangladesh.

The agency will work in close coordination with:

- Programme Manager, Healthy Village in Urban, MFB;
- Learning/Research focal person, MFB;
- JPGSPH research team; and
- The ToR 2, 3 and 4 providers.

The agency shall participate in planning and coordination meetings as required.

### **14. Terms and Conditions**

- Max Foundation reserves the right to accept or reject any proposal without giving any verbal or written rationale whatsoever.
- Max Foundation reserves the right to monitor the quality and progress of work during the assignment.
- Before payment, Max Foundation may review supporting vouchers in connection with submitted invoices.
- Failure to deliver output before the deadlines set may result in penalties as per the existing policies of Max Foundation.

### **15. Submission of Application**

Interested Consultant/Firm/Organization is requested to submit an electronic application to the Procurement Committee, Max Foundation: [kumkum@maxfoundation.org](mailto:kumkum@maxfoundation.org) no later than the deadline specified in the advertisement. Late submissions will not be accepted.

#### **Application Package:**

- Firm profile (not more than 3 pages).
- Application letter explaining why the firm is the most suitable for the work.
- CVs of the proposed team and copies of educational qualifications and relevant experience.
- Financial proposal specifying a total lump sum amount with breakdown of professional fees and relevant costs (in BDT) with electronic signature.
- A sample report or documentation of a previously organized similar event.
- Trade license/registration, VAT, and TIN registration.
- All documents to be submitted as one ZIP folder via email.

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