

Terms of Reference (ToR)

Engagement of an Event Management Agency for the National-level TVET Graduation Ceremony Titled

TVET Graduation Ceremony: Celebrating Skills, Achievement and Opportunity

Under the "Integrated Rehabilitation program for poor slum dwellers at Mohammadpur, Mirpur in Dhaka city and Saidpur under Nilphamari district for Technical & Vocational Education & Training (TVET) in Bangladesh" Project

Background

Muslim Aid UK Bangladesh Field Office (MABFO) has been implementing a Technical and Vocational Education and Training (TVET) and livelihood development programme aimed at improving access to market-oriented skills, employment and income-generating opportunities for disadvantaged and vulnerable populations in Bangladesh funded by the King Abdullah Humanitarian Foundation through the Islamic Development Bank, aimed at improving the socio-economic conditions of vulnerable slum communities.

The project has facilitated skills development training through Muslim Aid training centres in different locations and provided training in nine technical and vocational trades aligned with the Bangladesh Technical Education Board (BTEB) curriculum and certification framework. The project has also established linkages with relevant government agencies, industry associations, MSMEs, business associations, skills-sector actors and other stakeholders to facilitate employment, entrepreneurship and livelihood opportunities for graduates.

The project places particular emphasis on improving graduates' technical and soft skills, employment and income-generating opportunities, including opportunities for self-employment. The project evaluation framework also considers changes in graduates' livelihoods, employment, income and economic well-being, as well as employers' perceptions of graduates' technical and soft skills.

To recognize the achievements of the 19,128 graduates of 9 trades in 3 centres, celebrate their transition from training to employment/self-employment, acknowledge the contribution of trainers and partners, and strengthen engagement with government, employers, industry and development stakeholders, Muslim Aid UK Bangladesh intends to organize a formal TVET Graduation Ceremony.

The event is expected to bring together approximately 500 participants, including TVET graduates, government officials, donor representatives, Muslim Aid leadership, employers, industry representatives, training partners, trainers, media and other relevant stakeholders.

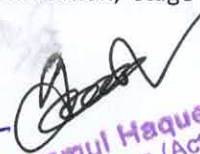
Purpose of the Assignment

The purpose of this assignment is to engage a competent and experienced Event Management Agency to plan, coordinate, manage and successfully deliver the complete TVET Graduation Ceremony on behalf of Muslim Aid UK Bangladesh.

The selected Agency will be responsible for the end-to-end event management, including event planning, venue management, guest coordination, invitation and confirmation, stage and venue decoration, audiovisual and


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technical arrangements, catering, graduate management, communication and branding, photography/videography, hospitality and all other logistical requirements necessary to deliver a professional, dignified and memorable graduation ceremony.

Objectives of the Event

The key objectives of the graduation ceremony are to:

1. Celebrate and formally recognize the achievements of TVET graduates and Provide graduates with an opportunity to receive their certificates and recognition.
2. Showcase the achievements and results of Muslim Aid UK Bangladesh's TVET and livelihood interventions.
3. Strengthen engagement with relevant government institutions, employers, industries, development partners and other stakeholders.
4. Facilitate linkages between graduates and potential employers, business networks and relevant stakeholders to promote employment, entrepreneurship and continued skills development opportunities for graduates.
5. Highlight successful graduate stories and demonstrate the broader social and economic impact of TVET.
6. Enhance the visibility and institutional positioning of Muslim Aid UK Bangladesh and its partners.

Expected Participants

The event is expected to accommodate approximately 500 guests, subject to final Confirmation by Muslim Aid UK Bangladesh.

The anticipated participants may include:

- TVET graduates;
- Representatives from relevant Ministries and Government Departments;
- Bangladesh Technical Education Board (BTEB);
- National Skills Development Authority (NSDA);
- Bureau of Manpower, Employment and Training (BMET);
- Local Government representatives;
- Representatives of relevant industry associations;
- Employers and private-sector representatives;
- MSMEs and business associations;
- Donor representatives;
- Muslim Aid UK senior management and Bangladesh Country Office leadership;
- Muslim Aid UK Bangladesh Field Office staff;
- Representatives of partner organizations;
- Media representatives;



Scope of Services

The Event Management Agency shall provide complete event management services covering, but not limited to, the following areas.

1. Event Planning and Coordination	The Agency shall: • Develop a detailed event concept and implementation plan. • Prepare a detailed event workplan and production schedule. • Develop an event timeline/run sheet. • Coordinate regularly with the designated Muslim Aid focal point. • Participate in planning meetings and coordination sessions. • Conduct site visits and assess venue requirements. • Develop a detailed risk and contingency plan. • Coordinate all suppliers, vendors, technical teams and service providers. • Ensure timely delivery and installation of all event materials. • Manage the event from preparation through completion and dismantling.
2. Venue Selection and Management	The Agency shall propose and arrange a suitable venue capable of accommodating approximately 500 guests, including: • Main ceremony hall; • Stage and podium; • Seating arrangement; • Graduate seating area; • VIP seating; • Guest registration area; • Reception/welcome area; • Dining/catering area; • Media/press area where required; • Green room/backstage facility; • Prayer facilities, where feasible; • Accessible facilities for people with disabilities; • Adequate parking and guest access. The venue should be safe, professional, accessible and appropriate for a formal graduation ceremony.
3. Invitation and Guest Management	The Agency shall support Muslim Aid in: • Designing and producing invitation cards/e-invitations; • Preparing guest invitation lists based on information provided by Muslim Aid; • Sending invitations through agreed channels; • Conducting guest Confirmation and RSVP follow-up; • Preparing the coned guest database;

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	• Maintaining a VIP and protocol list; • Coordinating arrival and reception of special guests; • Preparing registration lists; • Managing guest registration and attendance; • Providing name badges where required; • Providing ushers/hostesses to guide guests. Special attention shall be given to protocol for government officials, donor representatives, senior management and other VIP guests.
4. Graduate Management	The Agency shall establish a dedicated graduate management system covering: • Final graduate list and attendance Confirmation; • Graduate registration; • Seating arrangement; • Graduate identification/badges; • Special recognition/award arrangements; • Photography during certificate distribution; • Coordination with Muslim Aid trainers and centre representatives; • Special arrangements for graduates with disabilities or other accessibility requirements. A clear system must be established to ensure that certificate distribution is orderly, dignified and completed within the planned timeframe.
5. Stage Design and Decoration	The Agency shall develop a professional stage and venue design consistent with Muslim Aid UK Bangladesh's branding and the TVET graduation theme. This shall include: • Main stage backdrop; • Event title and theme; • Muslim Aid branding; • Partner/donor branding as approved; • LED screen or projection screen; • Podium; • Stage furniture; • VIP seating on stage; • Floral/decorative arrangements; • Entrance decoration; • Registration desk decoration; • Directional signage; • Graduate seating signage; • Certificate distribution area; • Photo opportunity/backdrop; • Other required decorative elements. All branding must be approved by Muslim Aid prior to production.

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6. Audio-Visual and Technical Services	The Agency shall provide complete professional technical support, including: • Sound system suitable for approximately 500 participants; • Wireless and wired microphones; • Podium microphone; • Lapel/handheld microphones as required; • Speakers and amplifiers; • Laptop and presentation equipment; • Video playback facilities; • Appropriate stage lighting; • Backup power/electricity arrangements; • Technical operators; • On-site technical support throughout the event; • Backup equipment for critical systems. A full technical rehearsal shall be conducted before the ceremony.
7. Event Programme and Stage Management	The Agency shall work with Muslim Aid to develop and operationalize the final programme, which may include: 1. Guest arrival and registration; 2. Welcome and seating; 3. Arrival of Chief Guest and VIPs; 4. National anthem; 5. Recitation/appropriate opening; 6. Welcome remarks; 7. Project/TVET achievement presentation; 8. Graduate success stories; 9. Guest speeches; 10. Certificate distribution; 11. Recognition of outstanding graduates; 12. Recognition of trainers/partners, where applicable; 13. Cultural/creative segment, if approved; 14. Group photograph; The Agency shall provide a professional Master of Ceremony (MC), subject to approval by Muslim Aid. The MC should have experience in managing formal institutional events and be able to communicate professionally in Bangla and English as required.
8. Catering and Hospitality	The Agency shall arrange food and hospitality for approximately 500 guests or the final number confirmed by Muslim Aid. Services shall include: • Welcome refreshments, if required; • Main meal/lunch or dinner; • Tea/coffee/water; • VIP hospitality; • Special dietary arrangements where required; • Appropriate food presentation;

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	• Buffet/table service as agreed; • Adequate serving staff; • Hygienic food preparation and handling; • Adequate seating and dining arrangements; • Waste management and cleaning. The menu shall be finalized in consultation with Muslim Aid.
9. Welcome Souvenir / Event Souvenir	The Agency shall design and produce an appropriate welcome souvenir/event souvenir for guests, as agreed with Muslim Aid. The final content, design and quantity shall be approved by Muslim Aid.
10. Communication and Promotional Materials	The Agency shall develop event-related communication materials, including: • Event invitation; • Digital invitation; • Event backdrop; • Pull-up banners; • Directional signage; • Programme leaflet; • Name badges; • Registration materials; • Certificates/recognition materials, if assigned; • Event presentation templates; • Photo booth/backdrop; • Social media/event promotion materials were required. All materials must follow Muslim Aid's branding guidelines.
11. Photography and Videography	The Agency shall provide professional photography and videography services covering: The Agency shall provide: • High-resolution photographs; • Edited event photographs; • Full event video recording; • Edited highlight video; • Short social-media-friendly video clips, if required; • Digital archive of photographs and video footage. Where personal images of graduates or guests are used for public communication, appropriate consent and organizational requirements must be followed.

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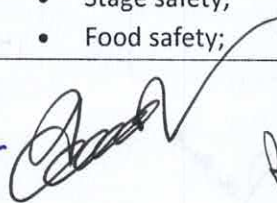





12. Guest Protocol and VIP Management	The Agency shall ensure professional protocol arrangements for the Chief Guest, Special Guests and VIPs, including: • Guest Confirmation; • Reception; • Reserved seating; • Escorting; • Stage seating; • Name cards; • Hospitality; • Gift/souvenir arrangements; • Speech sequence; • Certificate/award presentation protocol; • VIP departure arrangements. A dedicated protocol team shall be assigned for VIP management.
13. Accessibility, Safeguarding and Inclusion	The event shall be organized in accordance with Muslim Aid UK policies and standards, including safeguarding, protection, accountability, dignity and inclusion principles. The Agency shall ensure: • Safe access and exit routes; • Accessibility for people with disabilities; • Safe seating arrangements; • Adequate lighting; • Emergency arrangements; • Child safeguarding where children are present; • Prevention of harassment and discrimination; • Appropriate crowd management; • First-aid/emergency support; • Respectful treatment of all participants. The event should provide an inclusive environment for women, persons with disabilities and other vulnerable or marginalized participants. The project itself emphasizes inclusion of women, youth and persons with disabilities within livelihood and skills development interventions.
14. Security and Safety	The Agency shall develop and implement an event safety plan covering: • Entry and exit management; • Crowd control; • VIP movement; • Emergency evacuation; • First aid; • Fire safety; • Electrical safety; • Stage safety; • Food safety;

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	• Parking management; • Security personnel, where required; • Emergency contact arrangements.
15. Proposed Event Deliverables	The selected Agency shall deliver at minimum: 1. Event concept and design; 2. Detailed event implementation plan; 3. Detailed budget; 4. Venue arrangement; 5. Guest invitation and RSVP management; 6. Registration system; 7. Stage and venue decoration; 8. Branding and promotional materials; 9. Audio-visual and technical setup; 10. Professional MC; 11. Graduate management; 12. Certificate distribution management; 13. Catering and hospitality; 14. Welcome/event souvenir; 15. Photography; 16. Videography; 17. Ushers and event support staff; 18. VIP protocol support; 19. Security and safety arrangements; 20. Rehearsal; 21. Event-day management; 22. Dismantling and venue handover; 23. Final event report; 24. Photographs, video and other agreed digital outputs.

Indicative Event Timeline

The Agency shall propose a detailed timeline; however, the following minimum planning schedule is expected:

Activity	Indicative Timeline
Contract signing/kick-off meeting	T-45 days
Venue confirmation	T-25 days
Event concept and design	T-25 days
Guest list finalization	T-20 days
Invitation distribution	T-18 days

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RSVP follow-up	T-15 to T-3 days
Souvenir/content development	T-20 to T-7 days
Branding/printing	T-10 to T-3 days
Graduate confirmation	T-10 to T-2 days
Venue setup	T-1 day
Technical rehearsal	T-1 day / event morning
Graduation Ceremony	T Day
Dismantling and venue handover	T Day
Final event documentation	Within 10 working days

Coordination and Reporting

The Event Management Agency shall report to the designated Muslim Aid UK Bangladesh focal person and coordinate closely with the Programme/Livelihood/TVET team and relevant support functions.

Regular coordination meetings shall be held during the preparation period.

The Agency shall submit:

- Event implementation plan;
- Detailed budget;
- Venue proposal;
- Design concepts;
- Guest management plan;
- Technical plan;
- Catering proposal;
- Risk and contingency plan;
- Final event programme;
- Event-day run sheet;
- Post-event report.

Budget and Financial Proposal

The Agency shall submit a detailed itemized financial proposal, clearly showing:

Budget Category	Unit	Quantity	Frequency	Unit Cost	Total
Venue rental	Day	1	1		
Stage and decoration	Lot	1	1		
Sound system	Lot	1	1		

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LED/projector	Lot	1	1		
Lighting	Lot	1	1		
Catering	Person	500	1		
Welcome souvenir	Piece	As required	1		
Invitation/printing	Lot	1	1		
Photography	Lot	1	1		
Videography	Lot	1	1		
Awards/trophies	Piece	As required	1		
Branding/signage	Lot	1	1		
MC	Person	1	1		
Ushers/support staff	Person	As required	1		
VIP hospitality	Lot	1	1		
Security/safety	Lot	1	1		
Transport/logistics, if applicable	Lot	1	1		
Event management fee	Lot	1	1		
Contingency	%	As approved			
Grand Total					

The bidder should clearly indicate whether VAT, tax, service charges and other applicable costs are included in the quoted price. No additional cost shall be incurred without prior written approval from Muslim Aid UK Bangladesh.

Expected Profile of the Event Management Agency

The Agency should demonstrate:

- At least 5 years of experience in professional event management;
- Proven experience organizing large institutional events involving 300–500+ participants;
- Experience organizing graduation ceremonies, conferences, award ceremonies or similar formal events;
- Strong capacity in venue management, stage production, audiovisual services and catering;
- Experience managing VIPs and government officials;
- Experienced event management and technical team;
- Strong communication and coordination capacity;
- Ability to manage tight timelines;
- Financial and administrative capacity;
- Good understanding of professional branding and corporate communication;
- Previous experience with NGOs, INGOs, development organizations, government or donor-funded programmes is desirable.

Proposal Submission Requirements

Interested Agency should submit:



A. Technical Proposal

1. Company profile;
2. Relevant experience;
3. At least three examples of similar events;
4. Proposed event concept;
5. Proposed event management methodology;
6. Proposed event management team;
7. Proposed timeline/workplan;
8. Venue proposal/options;
9. Technical and production plan;
10. Guest management plan;
11. Risk and contingency plan;
12. Relevant photographs/portfolio of previous events;
13. References/contact details of previous clients.

B. Financial Proposal

The financial proposal should include a complete itemized budget covering all costs required for successful delivery of the event.

Selection Criteria

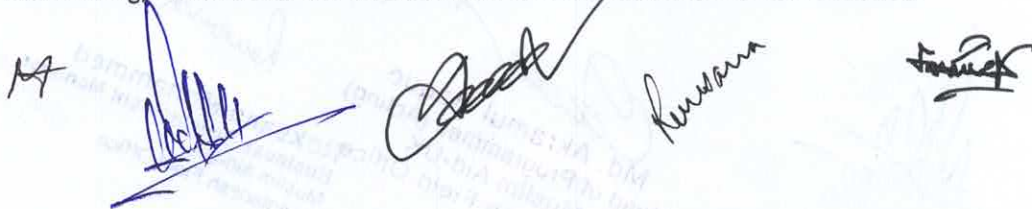
Proposals may be evaluated based on the following indicative criteria:

Criteria	Weight
Relevant organizational experience	15%
Understanding of the assignment	10%
Proposed event concept/design	15%
Event management methodology	15%
Technical/production capacity	10%
Experience managing VIP/institutional events	10%
Team composition and expertise	5%
Financial proposal/value for money	20%
Total	100%

Muslim Aid UK Bangladesh reserves the right to negotiate with the selected Agency and/or request clarification, modification or improvement of the proposed event concept and budget.

Duration of Assignment

The assignment will commence upon signing of the contract and continue until completion of the event, dismantling, venue handover and submission of the final event documentation.



The actual event date and venue will be confirmed by Muslim Aid UK Bangladesh.

Confidentiality

All information relating to Muslim Aid UK Bangladesh, its graduates, guests, partners, project results, photographs, videos, contact details and other event-related information shall be treated as confidential.

The event management Agency shall not use photographs, videos, participant information, logos or other materials for its own promotional purposes without prior written authorization from Muslim Aid UK Bangladesh.

Branding and Intellectual Property

All event materials, designs, photographs, videos, publications and other outputs produced specifically for Muslim Aid under this assignment shall be submitted to Muslim Aid UK Bangladesh.

Use of Muslim Aid's name, logo, donor logo or project identity must comply with approved branding guidelines and require prior approval.

Safeguarding and Code of Conduct

The selected Agency and all personnel engaged in the assignment must comply with Muslim Aid UK Bangladesh's applicable:

- Safeguarding policies;
- Code of Conduct;
- Protection and prevention of sexual exploitation and abuse requirements;
- Child safeguarding requirements, where applicable;
- Anti-fraud and anti-corruption standards;
- Health and safety requirements;
- Data protection/confidentiality requirements.

Any safeguarding concern arising during the event must be immediately reported to the designated Muslim Aid focal person.

Expected Outcome

The successful implementation of the graduation ceremony will provide a dignified platform to recognize TVET graduates, celebrate their achievements and highlight their transition towards employment, entrepreneurship and improved livelihoods.

The event will also strengthen relationships among graduates, government agencies, training institutions, employers, industry actors, development partners and Muslim Aid. This is consistent with the project's broader objective of improving skills, employment and income-generating opportunities and strengthening linkages with government and private-sector stakeholders.

Approval: This ToR will serve as the basis for procurement and engagement of a qualified Event Management Agency for organizing the TVET Graduation Ceremony.


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