

Terms of reference (ToR) for the procurement of services below the EU threshold

CONFIDENTIAL

Event Management Services for Trainings and Communities of Practice Events for the GRC Project

**Project number/
cost centre:
G-018079-001
Tender number**

0.	List of abbreviations	2
1.	Context.....	3
2.	Tasks to be performed by the contractor	3
3.	Technical Requirements for the assignment.....	7
	3.1 Company information	7
	3.2 Relevant experience.....	8
	3.3 Human resources	8
	Other specific requirements.....	8
4.	Criteria for Eligibility of firms	8
5.	Personnel concept.....	9
	Team leader (25 days)	9
	Key expert 1: Event Management Support (2 nos) (30 days each).....	10
	Key expert 2: Graphic Designer / Branding Support (15 days)	10
6.	Costing requirements	11
7.	Inputs of GIZ or other actors.....	11
8.	Requirements on the format of the tender	12
9.	Annexes	12

0. List of abbreviations

AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
BMZ	German Federal Ministry for Economic Cooperation and Development
CoP	Communities of Practice
CV	Curriculum Vitae
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
GRC	Gender in Smart Cities / Resilient Urban Development: Gender and Digital Approaches as Drivers for Sustainable Growth and Recovery in Cities
MoHUA	Ministry of Housing and Urban Affairs
RWA	Residents Welfare Association
ToR	Terms of reference

1. Context

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is implementing the project “Gender in Smart Cities / Resilient Urban Development: Gender and Digital Approaches as Drivers for Sustainable Growth and Recovery in Cities” (GRC) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), in partnership with the Ministry of Housing and Urban Affairs (MoHUA), Government of India.

The project supports 3 Indian cities in strengthening climate-resilient, inclusive and gender-responsive urban development approaches. The project focuses on improving urban public services, strengthening women’s participation in urban systems, and promoting sustainable and resilient urban growth through digital and innovative approaches.

The project is being implemented in partner cities and aims to strengthen institutional capacities of government stakeholders, communities, schools, resident welfare associations (RWAs), and urban practitioners through a series of trainings, knowledge exchange platforms, and outreach activities.

As part of the project implementation, GIZ intends to engage an event management agency to provide end-to-end event management support for multiple events (trainings, Communities of Practice (CoP) meetings, and a closing event) over a period of 18 months for one of the partner city (Faridabad, Haryana).

The agency will support planning, coordination, logistics, venue management, branding, audio-visual arrangements, participant management, and other operational requirements for smooth execution of all events.

The objective of this assignment is to provide comprehensive event management support for planning and implementation of trainings, CoP meetings, and a closing event under the GRC project.

The selected agency shall ensure professional, timely, inclusive, and sustainable execution of all events in close coordination with the GIZ project team and relevant stakeholders for one of the Partner City (Faridabad, Haryana).

2. Tasks to be performed by the contractor

The contractor shall provide end-to-end event management services including planning and execution of all events for Faridabad, Haryana under the project.

The scope of work includes, but is not limited to, the following:

2.1 Event Planning and Coordination for multiple events

- Coordinate closely with the GIZ project team for planning and execution of all events.
- Develop detailed event execution plans, timelines, and checklists for each event.
- Support scheduling, pre-event activities, participant coordination, and logistical arrangements.
- Ensure smooth on-site coordination during all events.
- Provide a dedicated focal point for coordination with GIZ.

2.2 Booking of Venue, accommodation and other bookings for multiple events

- Booking of venue and workshop arrangement for the multiple events specified in Section 4 and as approved by GIZ.
- Ensure that the venue needs to be either a 4 star or 5-star hotel in Faridabad or New Delhi as requested by GIZ.
- Coordinate venue booking and management.
- Ensure venues are accessible, safe, and appropriate for the event format.
- Ensure seating, registration areas, stage setup, and breakout arrangements are prepared as per requirements.

2.3 Audio-Visual and Technical Arrangements for multiple events

The contractor shall arrange the following, as required:

- Projectors and screens
- Sound systems and microphones
- LED screens, where required
- Lighting arrangements
- Audio-visual technicians
- Laptop connectivity and presentation support
- Internet connectivity/Wi-Fi support
- Hybrid event support, where required

The agency shall ensure all technical arrangements are tested prior to the start of each event.

2.4 Branding, Printing and Event Collaterals for multiple events

The contractor shall support design adaptation, production, printing, installation, and logistics of event-related materials in consultation with the GIZ team.

This includes:

- Event backdrops
- Standees
- Banners
- Posters
- Directional signage
- Registration materials
- Name badges
- Exhibition materials
- Workshop materials
- Other event branding requirements

All materials shall adhere to GIZ branding and communication guidelines.

2.5 Food and Catering for multiple events

The contractor shall arrange catering services for all events.

This includes:

- Tea/coffee and snacks
- Lunch arrangements, where required
- Drinking water arrangements
- Hygienic and timely catering services

The contractor shall consider sustainable catering practices, including minimising plastic use and food waste.

2.6 Photography and Videography Documentation for multiple events

The contractor shall:

- Arrange professional photography and videography services for multiple events as approved by GIZ

- Provide high-resolution photographs of each event.
- Share edited photographs with GIZ within agreed timelines.
- Provide videography (HD quality, 720p) of multiple events as prior approved by GIZ. (GIZ reserves the copyright for the products. Videos in .mkv or .mp4 format are sufficient)

2.7 Registration and Participant Management

The contractor shall:

- Manage participant registration desks.
- Support attendance tracking.
- Coordinate distribution of event materials.
- Support participant communication
- Ensure smooth participant flow and logistics during events.

2.8 Sustainability and Inclusion

The contractor shall ensure sustainable and inclusive event management practices, including:

- Minimising use of single-use plastics
- Using recyclable and reusable materials, where feasible
- Reducing paper usage
- Supporting accessible venues
- Considering gender-sensitive arrangements and communication
- Ensuring inclusive participation practices

2.9 Any Other Relevant Tasks

The contractor may be required to undertake additional event-related tasks in consultation with the GIZ team, subject to mutual agreement.

Event Details

The following events are tentatively planned under the project over a period of approximately eighteen months. All events will be conducted in Faridabad / Delhi - NCR .

Event Name	Location	No. of Events	Event Days	Participants	Residential
Training Workshops (for City Officials)	Faridabad	3	1 day each	30	0
City-Wide COP	Faridabad	3	1 day each	70	0
Cross-City COP	Faridabad	2	1 day each	70	80 (20 per event for 2 events for 2 nights each)
Final Closing Event	New Delhi	1	2 days	150	30 (for 3 nights)

Tentative Locations

Events are expected to be conducted across selected project city of Faridabad and New Delhi as identified by GIZ.

Note: The number of events, duration, and participant numbers may vary slightly based on project requirements.

Note:

- All products including material used for registration, kits with branding for distribution, workshop materials, backdrops/banners/standees, etc should adhere to GIZ corporate and communications guidelines, GIZ Sustainability Checklist and other guidelines as provided by the GIZ Team.
- All video / photography related products should adhere to GIZ corporate and communication guidelines, during the shooting, editing, and production of the videos with the usual software (Adobe Premiere or comparable).
- RAW footage of the film in full HD MP4 format to be handed over to GIZ
- The quality of the videos and photos shall be at least Full HD (1920 x 1080 pixels).
- Final teaser must be in full HD MP4 format with required background score and visual graphics.
- All documents shall be submitted to GIZ for approval as a draft/sample.
- In case of stock footages, photos, or music, the usage rights need to be procured

Compliance

The contractor is responsible for complying with local photography and filming permits and for meeting all other conditions.

Intellectual Property

The contractor irrevocably, transferably and exclusively assigns GIZ all copyright, license and other rights that have arisen or are arising or which it has acquired or will acquire in connection with the implementation of the project. All information pertaining to this assignment (video, audio, digital, documents, contact details, etc.) belonging to GIZ, which the contractor may come into contact during the performance of duties, shall remain the property of the client, who shall have exclusive rights over its usages. Except for the purposes of this assignment, the information shall not be disclosed to the public nor used in any form without the written permission of GIZ in line with the applicable Copyright laws.

Sustainable Event Management

GIZ introduced minimum standards for sustainable event management at the end of 2019 and updated and sharpened their focus at the beginning of 2024. These standards specify binding practical measures to be implemented at all events in Germany and Belgium. They include ensuring that only vegetarian catering is served at events. External event venues and hotels must be physically accessible in terms of their structure and construction as well as accessible by public transport and must use green electricity and/or be energy-optimized. In addition, for each event the event organizers check whether further criteria can be implemented. For example, whether the event can be held without paper, whether tap water can be served instead of bottled water and how the event can be designed to be gender-sensitive (e.g. avoiding stereotypes). Event-specific new purchases are to be avoided as far as possible. Finally, all events with 100 or more participants must record their greenhouse gas emissions. GIZ then offsets these centrally. Please find relevant guidelines annexed.

Certain milestones, as laid out in the table below, are to be achieved during the contract term:

Milestones/process steps/partial services	Deadline/place/person responsible
Inception meeting and event management workplan	Within 1 week of contract signing
Event management for the following: 1st City-Wide Workshop (July-August 2026) 1st Training Workshop for officials (August 2026)	By September 2026
Event management for the following: 2nd City-Wide Workshop (September 2026) 2nd Training Workshop (November 2026)	By December 2026
Event management for the following: 1st Cross-City CoP Workshop (March 2027) 3rd City-Wide Workshop (May 2027) 3rd Training Workshop (June 2027)	By July 2027
Event management for the following: 2nd Cross-City CoP Workshop (September 2027) - Final Closing Workshop (December 2027)	By January 2028
Submission of final assignment completion report (including final videos)	By March 2028

Period of assignment: from August 2026 until June 2028.

3. Technical Requirements for the assignment

The bidder is required to present information about the organisation and the team that will execute the tasks defined in sections **Error! Reference source not found.** and 3 (Tasks to be performed). In addition, the bidder must share some market research about different venues in the project locations that can help to explain the budget presented for this assignment.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

3.1 Company information

Years of experience: The bidder is required to present the year of establishment of the company. Additionally, the bidder must share details of the total number of years of experience the company has in the field of event management.

Geographical presence: The bidder is required to present details of the company's operational / geographical coverage across the country, with a particular focus on the location mentioned in Chapter 2, where this assignment is to be executed. The bidder must share details of offices and/or tie-ups with other companies outside base city and state.

3.2 Relevant experience

Relevant clientele: The bidder must present past (not exceeding 5 years) relevant clientele list (national and international organisations) with names and period of engagement and type of event, with a focus on the types of events that this project involves.

3.3 Human resources

Company leadership: The bidder is required to share a brief description / short bios or brief CV of the senior management of the company.

Project staff allocation plan: The bidder is required to share a staff allocation plan for this assignment. This should include a list of 5 people who will execute this assignment and the tasks they will be responsible for.

Project staff backup plan: The bidder is required to share a backup staff allocation plan for this assignment.

Other specific requirements

In the areas of the environment, climate change mitigation and adaptation, gender equality, human rights as well as conflict and context sensitivity, the safeguard and gender system of GIZ makes it possible for unintended negative impacts to be identified at an early stage and addressed in the design and implementation of projects through targeted mitigation measures. In the area of climate change, this approach extends to external risks based on climatic parameters (climate change), while in the area of gender equality it also involves identifying potential support measures.

The contractor will apply gender-responsive approaches in order to honour and align to the outcome document of India's G20 presidency "G20 New Delhi Leaders' Declaration" regarding gender equality as well as to the "Varanasi Development Ministerial Outcome Document and Chair's Summary" to "reaffirm the importance of collecting, analysing and disseminating disaggregated data for women to develop and strengthen evidence-based public policies and programmes in order to leave no one behind" supporting the implementation of the outcomes of India's G20 Presidency.

4. Criteria for Eligibility of firms

Legal structure of the company: The bidder is required to share details regarding the legal structure of the company (Ltd, Pvt Ltd, Partnership firm, proprietorship etc) and the necessary registration under statutory acts.

The agency must have the following administrative and financial requirements for conducting the assignment:

- Be a registered as national organization or entity. The bidder should be a firm// company registered / incorporated in India under the Companies Act, 1956.
- In case of bidding consortia – Declaration by consortium (Lead partner shall provide memorandum / contractual relationship between the partners)
- The average annual turnover for the last three financial years (last-but-four financial years can be included in case of invitation to tender held within six months of end of last financial year) must be at least EUR 75,000

- The lead agency should have minimum 10 employees as on 31st March 2026

* In case of a bidding consortium, the Lead partner shall individually (fully) meet the commercial assessment criteria. In such case, the bidder must submit the following documents with the technical proposal viz. Name of Lead Partner (first party); Name of the firm with whom the consortium is formed and consortium agreement from second party accepting the terms of consortium (financial & technical). Subcontracting the assignment to different agency / outsourced agency is not allowed.

Technical experience

- i. Bidder should have undertaken similar project for a minimum value of EUR 50,000 with a proof of projects undertaken.
- ii. Bidder must submit at least 3 reference projects in the technical field for events related to high-level national and international conferences/workshops, networking events, panel discussion, training workshops, strategy workshops etc. The bidders shall provide proof of prior successful projects.
- iii. Bidder should have minimum experience of 5 years in event management
- iv. Bidder should have experience of working with national and international organisations and/or high-level government meetings/conferences
- v. Completed (at least 3) documentaries of technical discussions/conferences of high-
- vi. Previous experience of working with development sector projects is desirable
- vii. Previous experience of working with GIZ is desirable

5. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 7), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

Team leader (25 days)

Tasks of the team leader

- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Supervision of event execution and logistics
- Personnel management, in particular identifying the need for short-term assignments within the available budget, as well as planning and steering assignments and supporting local and international short-term experts
- Regular reporting in accordance with deadlines

Qualifications of the team leader

- Education/training: Graduate/Post-Graduate qualification (German 'Diplom'/Master) in management, hospitality, communications, marketing, or related field
- Language: C2-level language proficiency in English
- General professional experience: 7 years of professional experience in the event management sector
- Specific professional experience: 5 years in managing conferences, workshops, trainings, and stakeholder events
- Leadership/management experience: 3 years of management/leadership experience as project team leader or manager in a company
- Development cooperation (DC) experience: 3 years of experience in DC projects
- Other: Adequate evidence of organizing events for national ministries, state government departments and DC agencies

Key expert 1: Event Management Support (2 nos) (30 days each)

Tasks of key expert 1

- Support TL in coordinating and ensuring communication with GIZ, partners, and others involved in the project
- Support TL in coordinating all aspects of the event, including venue suitability, bookings, logistics (including necessary equipment and personnel), backdrops/banners/standees, brochures/knowledge-products/handouts/conference kits, workshop materials, registration desk, catering etc as per required specifications.
- Support TL in coordinating designs for event branding and visibility.
- Ensuring timely deliverables from the AV team, videographer team, etc for smooth coordination and required deliverables
- Ensuring on-site event management, such as coordinating event setup and teardown, managing registration, and providing logistics support to event delegates in consultation with GIZ team.
- Evaluating the success of the event and identifying areas for improvement for future events.
- Responsible for event management related administrative tasks such as maintaining accurate records of invoices and bills

Qualifications of key expert 1

- Education/training: Graduate/Post-Graduate qualification (German 'Diplom'/Master) in management, hospitality, communications, marketing, or related field
- Language: C2 -level language proficiency in English
- General professional experience: 5 years of professional experience in event management, hospitality, marketing or related field.
- Specific professional experience: 2 years in managing conferences, workshops, trainings, and stakeholder events

Key expert 2: Graphic Designer / Branding Support (15 days)

Tasks of key expert 2

- Strategies, design, and ensure event branding and visibility of each event

- Design backdrops/banners/standees, brochures/knowledge products/handouts/conference kits with branding, workshop materials as per GIZ guidelines and the Communication and Visibility Plan of the GIZ team
- Support logistics coordination for backdrop, standees, stage, etc

Qualifications of key expert 2

- Education/training: Post-Graduate / Graduate qualification (Diploma/Master) in graphic design, arts or any other related field
- Language: C1 -level language proficiency in English
- General professional experience: 7 years' experience in the designing field.
- Specific professional experience: 5 years' experience in designing knowledge products and graphics related to the urban development sector

Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills
- Socio-cultural skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

6. Costing requirements

The bidder needs to submit cost of event as per the annexure 1 – Element sheet (Enclosed)

7. Inputs of GIZ or other actors

GIZ and/or other actors are expected to make the following available:

- Coordinate and facilitate nominations with government partner states.
- Any technical support required for the success of the events.

Government partners:

- Coordination and support in facilitating the events by issuing notices/DO/Letters.
- Nominate staff for the event.

Event Facilitators:

- Content preparation for the events including concept notes, agenda, key speakers, content preparation for brochures, websites, press releases, social media posts, etc
- Management and curation of content during the event including moderation of sessions, documentation of proceedings, etc.

All services include virtual and physical coordination meetings with the client and partners for further clarification of specific requirements and implementation of the services. Throughout the entire implementation time, the contractor shall provide a single point of contact to facilitate efficient communication with the client.

8. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToR. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English (language).

The complete tender must not exceed 30 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in English (language).

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.

9. Annexes

- Element Sheet