

Call for Quotes: Event organization services for the USAID Support to End Tuberculosis project in Viet Nam

Questions Due Date:

Submission of questions or requests for clarification must be submitted in writing via email nthuy@fhi360.org, with cc to vchau@fhi360.org no later than **5PM November 14th, 2024**. Please note that inquiries and answers to inquiries will be posted on the Call for quotes posting link by **5PM November 15th, 2024**. Please do not contact any FHI 360 employees regarding this call for quotes. Contacting individual employees may be the cause of disqualification. No telephone inquiries will be answered.

Quote submission by: Complete quotations must be submitted via email to procurementvietnam@fhi360.org with subject line “SET-TB guidebook launching event services” no later than **5PM November 20th, 2024**.

I. Overview

The FHI 360 in Vietnam is seeking a professional event management agency to provide event planning and management services for the launching event of two Tuberculosis (TB) Treatment Guideline books.

II. Background

Tuberculosis remains a significant public health issue in Vietnam, and the Ministry of Health, in collaboration with [Organization Name] and the National Tuberculosis Program, has developed two comprehensive TB treatment guideline books. These books aim to provide updated, evidence-based treatment protocols for healthcare providers nationwide. To promote the dissemination and application of these guidelines, we will be holding a formal launching event to introduce the books to key stakeholders, including healthcare professionals, government representatives, and the media.

III. Scope of Work

The selected contractor will work closely with the Senior Communications and Knowledge Management Officer(s) and the technical team to organize the launching event and ensure the smooth execution of all activities. The services required are as follows:

1. Event Organization Services

- Event Date: January 9, 2025
- Event Duration: Half-day event.
- Venue: Melia Hanoi hotel or JW Marriott Hotel Hanoi
- Participants: 250-300 attendees

The contractor will provide services including but not limited to:

- Organizing event logistics such as seating arrangements, registration, and event flow;
- Providing and setting up a ~ **7x12 meter LED screen**, stage, sound, and lighting systems appropriate for a 300-guest conference setting;
- Providing a cabin for the interpreter, including **20 headsets**.
- Coordinating with relevant personnel and contractors to ensure smooth implementation of the event;
- Designing, printing, and installing 6 standees (dimensions: 0.8x2m) and e-backdrop highlighting the two guideline books, their content highlights, and their significance;
- Designing, printing 350 invitations letter (including envelope);
- Implementing a stage setup that includes a designated **key moment** area as **described in the event annex 1**.
- Vendors are encouraged to propose creative ideas for key moments that better showcase the two guidelines in a more impactful way.

2. Video production and media services

- Animated video production: Produce a 3- 5-minute animated video that effectively communicates the launch of a technical guidebook on tuberculosis, highlighting its key features, benefits, and the impact on ending TB in Vietnam by 2035;
- Media coverage package: Develop media plan and coordinate a media package with 10 major media outlets, including local newspapers, online news platforms, and TV (VTV1) stations, to ensure broad media coverage of the event. *The name of the media & plan will be submitted with the quotation;*
- Full event Photo and Video documentation.

IV. Deliverables

1. Event plan & flow: Detailed event plan, including timeline, layouts, and equipment specifications. ***Submitted with quotation.***
2. Standee Designs: 6 standee designs, subject to review and approval before printing.
3. Invitation letter & envelope
4. **Video clip:** An engaging, informative, and professionally produced 5-minute animated video introducing the guideline books, subject to review and approval before the event.
5. **Media plan:** A media plan aimed at maximizing visibility and engagement for the launch of the TB guide books, ensuring it reaches a wide and relevant audience. The plan includes a list of 10 proposed media outlets across different platforms and channels.

V. Evaluation Criteria

A fixed-price purchase order will be awarded to the vendor whose proposal is evaluated as the most advantageous for FHI 360 (technically acceptable offer and with a competitive price). The criteria for selection include:

- Experience in organizing similar public health events.
- Previous experience working with USAID or other international donors is preferred.
- Strong technical capacity in designing communication materials and producing high-quality video content.
- Ability to coordinate and engage with media outlets effectively.

VI. Submission Guidelines

Proposals must include the following:

- Technical proposal, detailing your approach and methodology for executing the event and media components.
- Financial proposal, including a breakdown of costs for each service component.
- Company profile, highlighting relevant experience and qualifications.

Please read the annex 1 on key moment implementation carefully to ensure that your proposal aligns with the technical requirements.

*Note: All prospective vendors must comply with the [safeguarding policies](#) of our organization. Any violations of the policies may result in immediate contract termination without liability for the organization.

Only shortlisted vendors will be contacted.

FHI 360 DISCLAIMERS

- FHI 360 may perform a background check on any selected vendor.
- FHI 360 may cancel the solicitation and not award.
- FHI 360 may reject any or all responses received.
- Issuance of the solicitation does not constitute an award commitment by FHI 360
- FHI 360 reserves the right to disqualify any offer based on failure of the offeror to follow solicitation instructions.
- FHI 360 will not compensate any offeror for responding to solicitation.
- FHI 360 reserves the right to issue an award based on initial evaluation of offers without further discussion.
- FHI 360 may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities.
- FHI 360 has the right to issue amendments to the RFQ at any time.

Anex 1:

Key Moment Description and Implementation

- **Stage Decoration:**

Three large silk banners, each printed with the cover of one of the guideline books, will be suspended from the ceiling above the stage. These banners will be rolled up and hidden, creating a sense of anticipation for the launch moment.
- **Preparation for Key Moment:**

Each banner will be tied to a long rope extending down to the position of key guests, such as representatives from the Ministry of Health, NTP, USAID, SET, and other partners. Each guest will hold a rope corresponding to the banner of one of the books. We anticipate involving 5-10 guests in the launching ceremony.
- **Key Moment Execution:**

At the designated moment, the stage lights will focus on the silk banners above. The MC will invite the guests to prepare for the unveiling of the books.
- **Pulling the Launch Cords:**

Upon the MC's cue, the guests will simultaneously pull the ropes tied to the silk banners. As they pull, the silk banners will unravel from the ceiling, dramatically descending in front of the audience to reveal the printed book covers.
- **Visual and Sound Effects:**

As the banners unfold, a powerful sound effect will play, accompanied by confetti cannons firing on both sides of the stage and spotlights illuminating the three banners. Each book banner will slowly descend to reveal its full cover, symbolizing the official launch of the books.
- **Key Moment Conclusion:**

Once the three books are fully unveiled and have descended to their final position, the guests will be invited to stand beside the silk banners for a commemorative photo. This will mark a symbolic and impactful launch of these critical documents, highlighting the involvement and partnership of international organizations and high-level delegates.

Mô tả chi tiết Key Moment cho Event Launching 2 cuốn sách hướng dẫn

1. Trang trí sân khấu:

- Trên trần sân khấu sẽ treo hai dải lụa lớn, mỗi dải in hình bìa của một cuốn sách hướng dẫn. Các dải lụa này sẽ được cuộn lại và giấu kín ở phía trên trần sân khấu, tạo ra sự bí ẩn và chờ đợi cho khoảnh khắc ra mắt.

2. Chuẩn bị cho Key Moment:

- Mỗi dải lụa sẽ được buộc chặt với một sợi dây dài, chạy xuống vị trí của các khách mời quan trọng, chẳng hạn như đại diện ĐSQ, Bộ Y tế, NTP, USAID, SET và các đối tác, địa Phương, quốc tế. Mỗi khách mời sẽ cầm sợi dây buộc vào cuốn sách in trên lụa tương ứng. Dự kiến 5 – 10 người sẽ launching.

3. Thời điểm diễn ra Key Moment:

- Khi đến thời điểm quan trọng của sự kiện, ánh sáng trên sân khấu sẽ được điều chỉnh để tập trung vào các dải lụa trên trần nhà. MC sẽ mời các khách mời chính thức cùng chuẩn bị cho việc ra mắt các cuốn sách.

4. Hành động kéo dây launching:

- Theo hiệu lệnh từ MC, các khách mời sẽ đồng loạt kéo sợi dây buộc vào hình ảnh sách in trên lụa. Khi dây được kéo xuống, các cuốn sách in trên lụa sẽ bung ra từ trần nhà và hạ xuống phía trước sân khấu, ngay trước mặt các quan khách, tạo nên một khoảnh khắc ấn tượng và trang trọng.

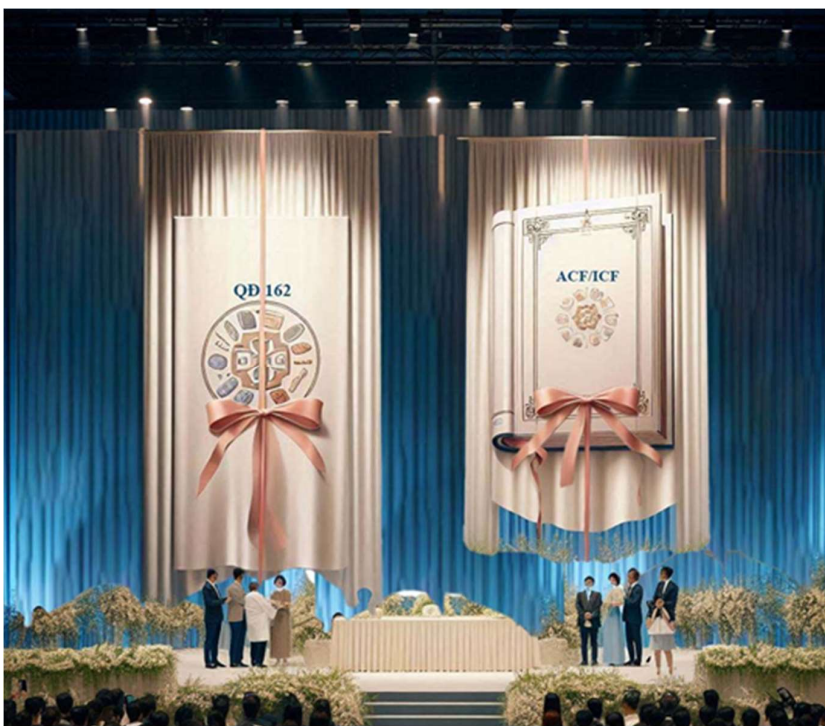
5. Hiệu ứng hình ảnh và âm thanh:

- Khi các dải lụa bung ra, một hiệu ứng âm thanh hùng tráng sẽ vang lên, kết hợp với pháo confeti bắn hai bên sân khấu + ánh sáng chiếu sáng lên hai cuốn sách vừa hạ xuống. Mỗi cuốn sách sẽ từ từ hạ xuống, để lộ hình ảnh bìa in trên lụa, tượng trưng cho việc ra mắt chính thức của các sách hướng dẫn này.

6. Kết thúc Key Moment:

- Sau khi hai hướng dẫn đã được bung ra hoàn toàn và hạ xuống, các khách mời sẽ đứng bên cạnh những cuốn sách lụa để chụp ảnh lưu niệm. Đây sẽ là khoảnh khắc đánh dấu sự ra mắt đầy ấn tượng của các tài liệu quan trọng, với sự tham gia đồng hành của các đối tác quốc tế và các đại biểu cấp cao.

Sample of the stage & standee:




HƯỚNG DẪN
CHẨN ĐOÁN, ĐIỀU TRỊ
VÀ DỰ PHÒNG BỆNH LÃO

Được biên soạn theo Quyết định số 1209/QĐ-TTg ngày 04 tháng 08 năm 2016 của Thủ tướng Chính phủ Việt Nam

QUÉT MÃ QR ĐỂ TÀI SÁCH



