



**SAFARICOM PLC
P. O. Box 66827 – 00800 Westlands
Nairobi, Kenya**

**EXPRESSION OF INTEREST –PROVISION OF EVENTS DESIGN AND DÉCOR SERVICES EOI
2024**

Document Release Date: Thursday 25th January 2024

Last Date for Receipt of Proposals: Friday 2nd February 2024, 1700Hrs



1) INTRODUCTION

Safaricom PLC, is the leading integrated communication services provider in Kenya and an emerging technology leader in the region. Safaricom has a steadily growing subscriber base. Safaricom PLC is continuously expanding and upgrading its systems and processes to meet the changing needs of its customers. Safaricom has a heritage anchored in our citizenship that is Kenya. Our brand name links us to Kenya in way that can never be disconnected, we believe we are a connection expressed as the heartbeat of Kenya and therefore it is imperative for us to be connected as a brand to the future of Kenya as her heartbeat. Through our suite of products, we Transform Lives across Kenya every second of every day. The Safaricom identity is based on showcasing The Brand as Simple, Transparent and Honest, all values that are to be reflected in communication that stems from Safaricom and her products. As a result, it has become increasingly important to refresh the brand and develop a unique identity for the same. To meet this objective, Safaricom Plc continuously seeks to partner with competent suppliers and service providers for supply of various goods and services.

Safaricom holds and sponsors more than 100 events annually. Live events are deeply experiential by nature and provide an intimate opportunity for a brand to actively engage with its customers. Events leave a lasting impression on consumers and therefore we have incorporated them into our marketing strategies over the years. The Events Team manages our event needs, which span various segments and business units. They oversee the planning and coordination of the Safaricom Events Calendar, ensuring that we deliver exceptional brand experiences that reflect our purpose.

Safaricom over the years has mastered the art of attracting sizeable audiences to its events. This has not been merely by chance but by proper planning and by collaborating with quality partners in delivering quality set ups and experiences for our customers. Events allow us to meaningfully engage targeted stakeholders to advance our business and communication objectives.

This EOI is intended to lead to the engagement of a suitable firm (the Bidder) who showcases demonstrable capacity and willingness to provide Events Design and Décor services in a manner that enables us to meet and surpass its strategic corporate objectives. **The Special Interest Group (SIG) entities are encouraged to duely participate, ie (Women owned Companies, Youth owned companies and compaies owned by people who are differently abled).**

2) AIMS AND OBJECTIVES

Safaricom holds and sponsors many events annually. Event Design and Décor services are required to enhance the brand and create ambiance. The event requirement/ needs cut across the organization but are centrally managed by the marketing events team. The décor requirements will mostly be determined by the events team except for the large events which will require the creativity and expertise of the supplier. The event design and décor set up requirement will



vary from event to event. An event will include one or all elements listed below, and a supplier will be required to provide an end-to-end solution regarding the planning, designing and set up for any given event.

- ❖ Hiring of domes, tents and related structures
- ❖ Hire of equipment & event amenities
- ❖ Fabric work, decorations, and installations
- ❖ Lighting
- ❖ Hiring and dressing of chairs, tables
- ❖ Branding
- ❖ Build of stages/ hire of podiums
- ❖ Exhibition stands
- ❖ Hire of sculptures and carvings
- ❖ Electrical appliances
- ❖ Event Accessories
- ❖ Indoor and outdoor plants
- ❖ Transport & labor to set-up/set-down

The supplier is be tasked to:

- 1) Manage each event (either individually or collectively with others) based on the different elements required as per outlined scope.
- 2) Set up adequately and competitively as per the different event size.
- 3) Propose concepts in line with the brand guidelines and specific theme of the event.
- 4) Ensure professionalism of the set up and execution crew.
- 5) Provide technical advice on event design/set up and decor for utmost value and supply of the same.
- 6) Adhere to the health and safety guidelines in all event executions.

Safaricom events are categorized as either brand asset events, sponsorship events, product launches or internal events. Event design and decor is one of the major elements that contribute to the success of these events. The vendors work on a framework agreement based on rate card created from negotiated daily hire rates for different décor items, equipment, and event amenities. These agreed rates cover all operating expenses, salaries, overheads, and profits for the service vendors.

Safaricom classifies its events with the following considerations in mind;

- Event size (pax/attendance& duration)
- Event type (entertainment, corporate, promotional, etc.)
- Guests' profiles (segments, internal, external, etc.)
- Creative excellence (crafting of themes, basic, etc.)
- Envisioned experiential output/objectives.
- Event activities & location
- Event inputs (level of technological capacities, audio-visual qualities, etc.)
- Vendor capacity (resources required, skilled technicians, backups, etc.)



Safaricom Plc is therefore soliciting from interested companies the following mandatory requirements: -

- I. An Expression of Interest letter duly dated signed and stamped on your company letter head. The letter should state the following: -
- II. Key contact person in this process of the RFP and their contract details.
- III. Supplier reference checks from 3 of your biggest clients – See appendices for the format.
- IV. Proof of service provision and capacity in the format of a short video (not exceeding 10 minutes) showcasing previous events & Décor displays
- V. Proof of service provision and capacity via online /e-catalogues e.g., proof of partnerships with original global/local manufacturers, distributors licenses, contracts, etc. in the case that you are not the original manufacturer.
- VI. Proof of financial capacity – Last FY annual turnover, on a one pager
- VII. Current tax compliance certificate
- VIII. Requirements – Respond to the list of requirements set out on the system and attach proof.

PROFILING BY EVENT TYPE / EXPERIENCE				
		<u>Class A</u>	<u>Class B</u>	<u>Class C</u>
PROFILING BY EVENT SIZE	Category Descriptors	High Profile Guests (High Ranking Government Officials, EXCO, CXO's, International Celebrities) High quality & creative event design Themes crafted to the detail Aims at providing a high impact experience/hype Requires advanced technology/equipment Activities range from highly corporate – highly entertaining Requires entertainment management	Mid Profile Guests (Managerial Government Officials, EXCO Direct Reports, Private Sector Managers, Regional Celebrities,) Themed creative concepts Aims at creating a memorable experience	Low Profile Guests (General Public, Staff, Local Celebrities) Basic set up Modest concepts Standard good quality audiovisual equipment Aims at enabling the business of the day

3) NEXT STEPS

Only the vendors that meet our minimum requirements will be considered for the next stage of the bidding process. **The Safaricom team may conduct site visits for all bidders who respond to this EOI.**



4) RESPONSES TIMELINES

Please submit your EOI responses by **Friday 2nd February 2024** at **1700hrs** via response on our I-sourcing platform

If your company is prequalified to be a supplier with Safaricom PLC, log in to this site to respond to the bid.

https://egjd.fa.us6.oraclecloud.com/supplierPortal/faces/FndOverview?fndGlobalItemNo deId=itemNode_supplier_portal_supplier_portal

If you are a new supplier, follow this link to register your company for prequalification https://shub.safaricom.co.ke/OA_HTML/OA.jsp?page=/oracle/apps/pos/onboard/webui/P_ropRegPG&OAHF=POS_GUEST_REG_HP&OASF=POS_SUPPREG_REGISTER&OAPB=POS_I SP_BRAND&oid=BDB7AF1018A39E4A then use previous link to respond to the EOI.

All attachments should be clearly labelled to match the requirement being responded to and should be attached in the attachment section corresponding to the attachments.

All attachments should be in standard formats (i.e., word, excel, PDF) and attached to your repose on i-sourcing portal.

Clarifications can be sent to sarodi@Safaricom.co.ke by **Tuesday 30th January 2024**.

NOTE

- ❖ Safaricom PLC reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged into, other than for the purpose of informing the bidders of the outcome of the process.
- ❖ **The Special Interest Group (SIG) entities are encouraged to duely participate, ie (Women owned Companies, Youth owned companies and compaies owned by people who are differently abled).**

5) APPENDICES

- i. Supplier reference check worksheet



SUPPLIER REFERENCE CHECK WORKSHEET

Internal Ref;	Safaricom Event design and decor RFP 2024
Name of Company for Reference Check;	
Name of Company Providing Reference Check;	
Contact Name;	
Contact Title;	
Contact Phone Number;	
Date;	

Questions & Answers	
1.	How long has your organization used the Supplier for goods and/or services? Answer:
2.	What would you have to say about the supplier's customer service and responsiveness and that of it's account managers? Answer:
3.	How well do the goods or services provided by the Supplier meet the technical and quality specifications required? Answer:
4.	Is the Supplier's pricing competitive based on your organization's knowledge of the market? Answer:
5.	How well does the supplier adhere to agreed shipping date and/or lead-times? Answer:
6.	How well do you judge the supplier to be at sticking to contracted pricing? Answer:
7.	Are any invoicing problems with the supplier resolved in a timely manner? Answer:
8.	Does the supplier employ professionalism and integrity in their business dealings? Answer:
9.	On a scale of 1 (low) to 10 (high), would you recommend this supplier for future business dealings? Answer: