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EXPRESSION OF INTEREST – PROVISION OF EVENT MANAGEMENT SERVICES

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1. INTRODUCTION

Safaricom holds and sponsors many events annually. Events provide an intimate opportunity for a brand to actively engage with its customers experientially, leaving a lasting impression. Events allow for an immediate platform where a brand showcases its products and initiatives to a captive audience or engage with a community of stakeholders to build brand affinity. When coupled with digital amplification, events provide a powerful platform to engage and immerse audiences into your brand story in a scalable and cost-effective manner.

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 deeply experiential and successful events. Our event requirements cut across the segments and are run across the organization but centrally managed by the Brand COE who oversee the Safaricom Events Calendar, their planning and coordination.

Among the partners Safaricom works with to deliver its events are an Events Management Agency. This agency helps with the coordination of the activities, artist/talent management and the management of other smaller third-party suppliers. In addition, the events management agency also runs and provide strategic, creative and executional input on Safaricom's brand assets that are primarily delivered through Events.

Safaricom seeks the services of an agency that will carry out End-to-End Event Management from conceptualisation, planning, executing post-event analysis and reporting for our different brand assets. The scope will entail the provision of;-

- Strategic Planning Services – For physical, virtual and hybrid events
- Creative Services
- Client Service Management/Account management services
- Operations Management – Execution & Supervision of third parties, Event Logistics
- Project Management
- Event Production
- Expenditure Management
- Resource allocation, etc.

2. BACKGROUND / CURRENT SITUATION

Currently Safaricom hosts an average of appx. 40 events per month ranging from press briefings, AGM Investor Briefings, events within the Michael Joseph Centre, sponsorship activities, sponsored activities, Safaricom Foundation based activities, product launches, award ceremonies, concerts and much more.

These events take place country wide and across a range of 3 different formats – Virtual, hybrid and purely physical events. As Safaricom strategically transitions from a telecommunications organization into a technology organization, one of the areas that has undergone and continues to undergo digital transformation is our event portfolio. Safaricom

seeks to execute a greater percentage of events that are digital first in design and execution, in line with our desired positioning and strategy.

Currently, all Safaricom's events are handled by one event management agency that has the capacity and skillset to execute events of varying sizes, requirements and formats.

3. AIMS AND OBJECTIVES

The main objective of this EOI is to shortlist the best-in-class events management agency to participate in the RFP process as we seek identify a supplier who demonstrates to have enough capacity and willingness to undertake these services in partnership with Safaricom PLC and its other partners. The RFP will thereafter result into the establishment of a commercial framework to engage the successful company.

4. EOI CONTENT

The EOI response should not exceed 10 pages. The document should contain the following information:

- a) Page One – Expression of Interest Letter duly dated signed and stamped indicating your company's Specific Point of Contact (SPOC) for this process and their contact details
- b) Page Two – Your company's registration certificate
- c) Page Three – Your company's most updated CR12 form
- d) Page Four & 5 – A summary page of your company's audited accounts for the last two years.
- e) Page Six to Ten – Your company's profile that brings out your best self. The shortlist will be based on our initial judgement relating to our key focus areas below;
 - ✓ General Experience – Period in the industry, qualifications, certification, affiliations, industry awards, etc.
 - ✓ Relevant Experience – Proof of solid experience in running corporate events
 - ✓ Testimonials – At least 3 recommendation letters from previous/current corporate clients, etc. for similar services as in the subject.

These requirements and more shall be expounded further in the RFP for the agencies that make the first cut.

5. RESPONSES

Please submit your responses by End of Day, **Friday , 11th November 2022** by email to pkiiuru@safaricom.co.ke.

Maintain the subject on the email as; **EXPRESSION OF INTEREST – PROVISION OF EVENT MANAGEMENT SERVICES FOR SAFARICOM PLC**

6. NEXT STEPS

Shortlisted agencies will be taken through the Safaricom prequalification process and if successful, proceed to the next bidding phase i.e. the RFP (Request for Proposals).

Only shortlisted agencies will be considered for further discussions beyond this EOI. They will be exposed to the full RFP complete with details of the scope, pitch brief and requirements.

7. 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 informing the bidders of the outcome of the process.

“THE END”