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EXPRESSION OF INTEREST- PROVISION OF EVENT MANAGEMENT SERVICES

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1. INTRODUCTION

Safaricom is the leading integrated communication services provider in Kenya and has had a steadily growing subscriber base. The company is continuously expanding and upgrading its systems and processes as well as evaluating marketing needs to enable the business to meet the needs of its customers. Safaricom holds and sponsors many events annually, we appreciate that live events are deeply experiential by nature and provide an intimate opportunity for a brand to actively engage with our customers. Events are bound to leave a lasting impression on the consumers and therefore we have continuously incorporated them into our marketing strategy over the years. Events allow for an immediate platform where a brand showcases its products to a captive audience and provide immediate feedback. 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. To meet this objective, Safaricom continuously seeks to partner with competent suppliers and service providers for provision of various goods and services among them, Events Management Agencies. These agencies help with the coordination of the activities, artist/talent management and the management of other smaller third-party suppliers. We currently have two now, one handling the Safaricom PLC corporate activities and the other handling MJC Space, Sponsorships and the Safaricom Foundation scope.

Our event requirements cut across segments and are run across the organization centrally managed by the Brand Experience Department who oversee the Safaricom Events Calendar, it's planning and coordination. 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
- 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.

The Provision of Event Management Services to Safaricom is currently undertaken by two vendors who handle all elements of event management work for all corporate events however this structure may change depending on the outcome of this process and business decision.

3. AIMS AND OBJECTIVES

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

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 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 – Solid experience in running corporate events of a wide range
 - ✓ Testimonials – Recommendations from previous/current clients, etc.
 - ✓ Capacity & Capability – Execution power, range of skillsets, business tools, artist/talent portfolio, etc.
 - ✓ Workplan & Methodology – Processes
 - ✓ Vibe – Agency-Client Chemistry
 - ✓ Bottom Line – Value for money mindset

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

5. RESPONSES

Please submit your responses by Close of Business, **Friday 26th July 2019** by email to pkiiru@safaricom.co.ke.

Email Subject; **EXPRESSION OF INTEREST – PROVISION OF EVENT MANAGEMENT SERVICES**

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”