



Terms of Reference for Hiring PR Agency for National Conference on Child Justice

Consultancy: PR Agency for National Conference on Child Justice

1. Background Information

Group Development Pakistan (GDP) is implementing the project titled 'Protecting and Promoting Children's Rights in Pakistan' which aims to increase public trust in state institutions that contribute to preventing and responding to Violence Against Children through improved rule of law as per SDGs 16.2. To this effect, the project envisages improved justice for children in Lahore, Islamabad, Peshawar, Karachi, Quetta, Mardan and Abbottabad in line with international child rights standards. An important aspect of this project relies on communication, which is critical to achieve the expected impact.

GDP is holding a national conference on child justice in Islamabad that aims to raise and spread awareness throughout the country regarding the progress already made and the way forward to build further upon its encouraging and recently pre-tested experience to improve continue. This conference will provide a platform to bring together and engage key stakeholders working across Pakistan for the cause of promoting child justice and governance reform.

GDP solicits technical and financial proposals from PR Agencies and creative firms to ensure visibility of the conference at national level on different mediums and platforms through a range of communication activities listed below in the scope of work.

2. Scope of Work

The service provider will be responsible to do the following:

- **Event Videography & Photography:** The service provider will cover the 2-day conference being arranged in Islamabad. HD pictures to be used on social media, reports and website must be taken. The proceedings of the conference will be recorded and based on the video of the conference, a 1-minute highlights and a 4 to 5 minutes documentary must be produced.

- **Press Coverage:** The service provider will invite print and electronic media and ensure coverage of the conference on leading newspapers and news channels. The press release must also be published in Urdu and English newspapers. Maximum coverage of the conference has to be ensured and list of newspapers and news channels must be shared in advance with GDP for approval and feedback.
- **Engaging Social Media Activists:** The service provider will also invite and engage 8 to 10 social media activists to share the updates on social media handles including but not limited to Twitter and Facebook throughout the conference. All speakers, keynote addresses must be instantly shared by them on Facebook and Twitter using the campaign hashtag. Social media activist with huge fan following will be preferred.
- **Outdoor Advertising:** The service provider will identify and give quotation for various outdoor advertising options like bridge panel advertising and streamer advertising available in Islamabad. **500 to 700** streamers (size: **7 x 3 feet**) and **3 to 4** bridge panels must be installed in various populated locations of Islamabad for one week continuously between **10th to 18th March 2020**. The service provider will design, print and install the creatives for outdoor advertising. Proposed locations are: Blue Area, Jinnah Avenue, Kashmir Highway, Islamabad Highway near Zero Point etc.
- **Designing Souvenirs:** The service provider in line with the theme of the conference will propose and design the souvenirs for the participants of the conference. The ideas for type of souvenirs and designs will be provided by the agency/company. The agency may also be requested to either provide quotation for customized souvenirs or share contact of the vendors.
- **Installing SMD Screens:** The service provider will also quote rates and arrange two SMD screens to be installed on the venue for conference. Proposed size of the SMD screens required is **8 x 10** square feet. All technical arrangements for live streaming of the conference on one of the SMD screen's will also be the responsibility of the service provider.
- **Artists Management for Musical Evening:** The service provider will manage and propose two different artists for **2** musical evenings on **17th and 18th** of March 2020. The duration of the musical evening will be at the end of each day of the conference and must not exceed **45 to 60 mins**. Renowned artists of category B must be engaged and proposed to GDP for approval. The list of songs to be performed must also be approved by GDP.

3. Timing and Logistics

The service provider will preferably be based in Islamabad so that assistance/guidance from GDP team can be attained whenever required but subject to convenience.

4. Required Competencies

The service provider must possess the below stated qualifications, competencies and adhere to the set criteria. Please note that creatives agencies, firms and companies are eligible to apply by submitting detailed technical and financial proposals. The technical proposal must reflect about the organization, its expertise, relevant experience, sample work, about team etc. Kindly note that the proposals must be brief, precise and to the point. The financial proposals must have breakdown of each component as stated in the scope of work.

Interested individuals are requested to please submit detailed technical and financial proposal inclusive of CVs, profile, previous experience and work plan with timelines along with their sealed bids latest by **Monday, 24th February 2020 (before 1700 hours)** to the address mentioned below. Incomplete bids/received after due date will not be entertained.

Address: Office # 11-18, Lower basement, Magnum Arcade, Northern strip (on D-12 road) Sector E-11/2, Islamabad. (Phone No. 051-2305547)