

DETAILED TERMS OF REFERENCE

Services of an Event Manager for the International Conference on health financing reform considerations for Sri Lanka

26 – 28 March 2023

Colombo, Sri Lanka (Venue: TBD)

1. Purpose

The purpose is to select an event management company/agency to plan and conduct the event “Conference on health financing reform considerations for Sri Lanka” scheduled to be held from 26 - 28 March 2023. The selected agency will work under the guidance of WCO Sri Lanka (client) in planning and conducting the event ensuring smooth operations and highest standards expected of a flagship event.

2. Background

Sri Lanka is in the process of development of a health financing policy and a strategy for the country. As a part of the development process a conference focusing on health financing reform considerations for Sri Lanka with the participation of international and local experts on health economics and financing and all relevant local stakeholders including those beyond the health sector is organized. The deliberations of the conference will help to steer the health financing policy and strategy development. The conference will be organized by the Ministry of Health in collaboration with the World Health Organization, Sri Lanka.

Details of the event

Please refer to annex I – provisional agenda for the details

- Date: 26 – 28 March 2023
- Venue: An indoor conference facility located in Colombo (to be reserved and paid directly by WHO and will be informed to the selected agency upon signing of the contract).
- Participants: Day 1 : 150; Day 2: 300; Day 3 – 150

Expected VIPs for the event:

- Day 1: His Excellency the President of Sri Lanka, Hon Minister of Health, Hon Deputy Ministers of Finance, Members of Parliament, Heads of United Nations agencies
- Day 3: Hon Minister of Health, Hon Deputy Ministers of Finance, Members of Parliament, Heads of United Nations agencies

The event is expected to be a formal technical conference and will adhere to all public health and social measures as prescribed by the Ministry of Health for indoor meetings.

3. Planned timelines

Once the Event Manager is selected the agency is expected to liaise with a focal point nominated from WCO Sri Lanka in planning and organization of the event.

4. Requirements/work to be performed

The Event Manager, hereafter referred as EM is expected to coordinate and conduct the following activities;

	Item	Description
	Prior to the conference	
1.	Artwork designing	EM is expected to develop the artwork required for printing (invitations) visibility activities (including banners and backdrops) and audio- visual effects. Proposal should include potential designs/themes which could be used for the event.
2.	Invitations	Design, print, write and deliver the invitations with RSVP tracking Size – A5, 300 GSM artboard, 4 colour - 100 Nos.
	Conference	
3.	Registration desk	EM to arrange a registration area with visibility banners/backdrop
4.	Seating plan/ reservations	To be planned by EM in consultation with the client
5.	Drummers	Drummers for lighting of the oil lamp should be arranged by EM
6.	Podium	Main hall - Digital podium with branding Breakout room 1 (Day 2) : Podium with branding Breakout room 2 (Day 2) : Podium with branding
7.	Backdrop	Main hall - A suitable printed backdrop to cover the full width of the stage
8.	LED walls/ Screens	Main hall - 2 nos of LED walls on either side of the center backdrop with standard equipment required for the full AV coverage of the event Breakout room 1 (Day 2) : 6x6 LED panel/ screen with projector Breakout room 2 (Day 2) : 6x6 LED panel/ screen with projector
9.	Sounds	Sound system with standard equipment required for the full AV coverage of the event for the main hall and Breakout room 1 and 2 for day 2 At least 3 FM microphones for each room to be provided
10.	Lighting	Adequate lighting for the stage and the audience should be provided for the main hall
11.	Photography	Photographic coverage of total event –Supply of all photographs on in high resolution JPEG format including 4R size album with approx. 100 photos to client within a week.
12.	Videography	Main hall- 2HD cameras with live output to the video wall. Live stream of the event to be done across WHO and Ministry of Health social media platforms. The final edited recoding to be provided on within a week of completion of the event.
13.	Facilitation of online resource persons	Main hall: Some resource persons will join the event online. Zoom/Microsoft Teams account needed will be provided by the client.

14.	Broadband connectivity	Broadband connectivity to ensure uninterrupted high quality live video stream across social media platforms and for online participation of resource persons.
15.	Branding	Branding with self-standing panels x 10

- A detailed 3D visualization of the key elements (stage design/branding) should be included in the proposal.
- All individual items specified above should be quoted separately

5. Inputs

The relevant inputs in terms of overall theme and objectives of the event will be provided by the client.

6. Activity coordination and reporting

The client will nominate a focal point to coordinate the activities with the EM.

All official communications and financial statements/invoices should be addressed to WHO Country Representative.

7. Characteristics of the provider

Provider should be an agency which provides services in relation to event management and coordination. They should have a past track record of conducting events of similar magnitude.

8. Place of assignment

Colombo, Sri Lanka