

## **TERMS OF REFERENCE**

### **" Maldives Tourism Investment Forum "**

Event management consultant to conceptualise, organizes, coordinate, manage and conduct Maldives Tourism Investment Forum

#### **a) Project Title**

An investment forum hosted by Ministry of Tourism in collaboration with Ministry of Foreign Affairs, Maldives, and Maldives Embassy in Thailand to promote investment opportunities in the tourism sector in the Maldives.

#### **b) Background**

The Ministry of Tourism in collaboration with Ministry of Foreign Affairs, Maldives and Maldives Embassy in Thailand are planning to organize Maldives Tourism Investment Forum with the title “Promoting Sustainable Tourism Investment in the Maldives” to promote investment opportunities in the tourism industry of Maldives and to attract FDI.

The tentative date for the forum is 12th October 2023, and an estimate of 150-200 participants (to be confirmed before the event) are to attend the event, ranging from potential and current investors in Thailand to banks and State-Owned Enterprise’s.

**Event Name:** Maldives Tourism Investment Forum titled “Promoting Sustainable Tourism Investment in the Maldives”

**Venue:** Bangkok, Thailand (City center location)

**Date (tentative):** 12th October 2023

**Pre – Networking Time:** 1000hrs – 1530hrs

**Investment Forum Time:** 1630hrs – 2100hrs

As such we are seeking the services of an event management agency (local or international) with a reputable track record, the necessary experience, and corporate networks in the region, to plan, conceptualize, manage, and conduct the Maldives Tourism Investment forum.

#### **c) Objectives of the Forum**

- To attract potential investors into the Maldivian Tourism Market, by disseminating information about the investment opportunities within the sector; namely:
  - Integrated Tourism development Project; Private Islands, Real Estate



- Tourism Project, Integrated Resort Projects etc.
- Investment opportunities in tourism sector under Cross subsidy in exchange for financing government prioritized projects.
- Available opportunities for tourism investments in local islands, also through various State-Owned Enterprises.
- Financing options for islands being developed
- Provide information on the legal and institutional set up for foreign direct investment in the Maldives
- Provide an overview of Maldivian Tourism Industry
- Provide detailed information to investors regarding the regulatory framework within the sector, such as leasing of island for tourism development, resort construction and development guidelines, as well as other relevant regulations.
- Provide reassurance to investors on the investment climate within the Maldives, with its liberal policies, excellent ROIs, and benefits such as foreign ownership
- To facilitate trade and investment between Maldives and other countries
- Support and fulfill the Maldivian Government's economic development goals through broad outreach and facilitating contact among stakeholders.
- Increase investor confidence in the Maldives.

#### **d) Scope of work**

- The successful event consultant will have responsibility to provide total solutions required for the event, from designing, planning, preparation, management and conducting the Maldives Tourism Investment Forum, and any other related activities to host a successful and professional forum.
- Working closely with Ministry of Tourism (MOT) the Consultant will identify suitable service providers, as needed, and liaise with these service providers regarding venue, risk assessment, public relations, and communication, fundraising and other related arrangements.
- The Consultant will oversee the invitation and registration process and coordinate all logistics as well.
- Detailed Specifications for the services and tasks/deliverables being requested under this assignment include: –

#### **1. Planning, coordinating, and organizing events**

- Work with MOT team to develop forum concept and program and present final draft of the concept for approval.
- Ensure quality of services including, venue, entertainment, catering, designing & printing materials, event facilitator and media coverage.
- Planning, conceptualization, management, co-ordination, and logistical support.
- Identification and reaching out to appropriate audiences for the Maldives Tourism



Investor's forum.

- Identification and reaching out to appropriate media for the Events and Media Event.
- Proposing event formats and managing the entire forum.

## **2. Sponsorship/Fundraising**

- Develop fundraising strategies for the forum
- Develop list of potential sponsors of the event, preparation of sponsorship packages and list of benefits.
- Sell event program to sponsors, compile list of confirmed sponsorships and follow up on credited amounts with MOT finance team.
- Ensure all agreed sponsors benefits are met at the event, this includes the overall visibility of sponsors logo, banner, booth, and as per agreed terms and conditions of sponsorship.

## **3. Recommending, booking, and securing of venue**

- Consultant will be responsible to recommend venue suitable for the forum considering the number of delegates, and location.
- Ensure venue has necessary facilities to smoothly run the forum i.e., availability of network connectivity, presentation facilities, networking, media setups etc.
- Ensure two meeting rooms are made available for pre-networking and prior booking system maintained (45 minutes slots for each) from 1000hrs – 1530hrs, 12th October 2023.
- Work with MOT team in selection and securing of venue.

## **4. Preparation and coordination of invitation**

- Work with MOT team to establish list of delegates to be invited, design invitation email/letter/card, send and follow up on the invited delegates and confirmation of attendance.
- Organize online and physical registration of participants, print badges/ cards for participants.
- Organize sitting arrangements of delegates in the venue, setup event programs and other documents.

## **5. Management of media coverage**

- Propose and invitation of media houses such as TV, Radio, newspaper, E- media etc.
- Ensure media coverage as per agreed terms and conditions.
- Preparation of documentary as required and pre-event advertisements.

## **6. Any other services required, such as Hostess service and Translation services**



when needed.

**e) CONSULTANT PROFILE, SKILLS, COMPETENCIES & EXPERIENCE**

- The Consultant should be a firm (Local or International)
- Should demonstrate a thorough track record of not less than 5 years of corporate event management.
- Technical expertise in the event management, fundraising, marketing, branding etc.
- Proven familiarity and practical experience with event planning for DMOs,
- Creative thinking, drive for results and strong commitment.
- Must be able to guide the team while planning for event.
- Excellent verbal/written ability in delivering high profile reports/presentations at all levels.
- Demonstrate Experience in engaging with Government, Donors, Foreign Investors, Business community including Corporate, Medium, and small companies.

**f) DELIVERABLES**

- Detailed event work plan to be prepared 25 days before the event.
- Successfully organized event/forum.
- Post event report, detailing lesson learned, suggestions for future events, and post follow up recommendations and feedback from participants.
- Final assignment report.

**g) EVALUATION CRITERIA**

Area	Details	Marks
Price	Higher marks will be awarded for the lowest price	60
Relevant Experience	Reference of such projects undertaken within the past 5 years. This reference should reflect the name of the project and contact details. Each reference will be awarded with 4 marks. Full marks will be awarded if more than 5 references are submitted.	30
Sponsorship	Additional marks will be given for parties offering any sponsorship of the event or components of the event	10

**a) DOCUMENTS TO BE SUBMITTED**

Interested and qualified candidates should submit their applications which should include the following:



- Bid submission checklist (Annex 1)
- Bid Submission Form/Bidding Document (Annex 2)
- Profile of the Tenderer (Annex 3)
- Quotation (Price should be quoted inclusive of all services provided for the event)
- Bid Security amounting to MVR 15,000 (Fifteen Thousand Maldivian Rufiyaa), issued by a reputable financial institution approved by MMA or the relevant financial regulatory authority in the country of issuance, in accordance with Annex 4 and valid for a minimum of 120 (One hundred and twenty) calendar days beyond the Bid Opening Date. The 120 days will be counted excluding the Bid Opening Date and inclusive of the Bid Expiry Date.
- Copy of Registration Certificate of Sole proprietorship / Partnership / Company / Corporative Society
- Copy of GST Registration Certificate (If Applicable)
- SME Registration Copy (If Applicable)
- Tax Clearance Certificate issued by MIRA (If Applicable)
- Past and similar experiences: Reference letters from previous customers/clients reflecting the nature of the projects implemented and the role of the tender
- A detailed document if any sponsorship for the event or components of the event is offered.

The bidders can submit the bids through email to [planning@tourism.gov.mv](mailto:planning@tourism.gov.mv) and physically to the below address on or before 1300hrs of 04th September 2023, Monday.

Ministry of Tourism  
5th Floor, Velaanaage  
Ameer Ahmed Magu  
Male', Republic of Maldives

Bids will be opened on 1315hrs of 04th September 2023, Monday in presence of all bidders.

#### **b) COST OF TENDERING**

The Tenderer shall bear all costs associated with the preparation and submission of its Tender, and the Ministry of Tourism shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the tendering process.

#### **c) LANGUAGE OF TENDER**

The Tender, as well as all correspondence and documents relating to the Tender exchanged by the Tenderer and the Ministry of Tourism, shall be written in English Language. Supporting documents and printed literature that are part of the Tender may be in another language provided they are accompanied by an accurate translation of the relevant passages in English or



Dhivehi, in which case, for purposes of interpretation of the Tender, such translation shall govern.

**d) FOR ANY FURTHER CLARIFICATIONS, PLEASE CONTACT:**

Planning Section  
Ministry of Tourism  
Contact: +(960) 3022267, 3022224  
Email: [planning@tourism.gov.mv](mailto:planning@tourism.gov.mv)

**ADDITIONAL DETAILS**

**1) Program Structure**

**Event Name:** Maldives Tourism Investment Forum titled “Promoting Sustainable Tourism Investment in the Maldives”

**Venue:** Bangkok, Thailand (City center location)

**Date (tentative):** 12th October 2023

**Pre – Networking Event**

**Pre – Networking Time:** 1000hrs – 1530hrs

- Two Pre-networking meeting space made available and booking system maintained by the event management party

**Investment Forum**

**Investment Forum Time:** 1630hrs – 2100hrs

- Welcome and Networking event (team introduction)
- Official event;
  - Introduction
  - Investment related Presentations
  - Address by (TBC) to the gathering
  - Moderated Panel discussion with Q&A
  - Press briefing event
  - Networking Dinner

**2) Other requirements**

**Setup**

- Arrangement of Venue for the event and two pre-networking meeting space at the event venue
- Setup and Decoration of Venue Hall, Main Entrance & Stage (Panel Discussion and Podium) as per the floor layout to be provided.
- Seating for 150 - 200 participants with round table for the main event.
- Seating arrangements at pre-networking meeting space.



- Seating and side table for stage for the 04 Panelist and 01 Moderator
- One side table for Ministry of Tourism with 4 chairs
- Registration table (4 chairs and an adequate table) at the Hallway near the entrance to the venue
- Tea/coffee with snack setup at pre-networking space and Buffet setup for catering at the main event hall.
- Media press briefing event setup as per the layout to be provided.

### **Catering**

- Tea/ Coffee with snacks arrangement at the pre-networking meeting space
- Welcome drinks with finger foods at welcome to the main event venue
- Dinner for 150 -200 participants

### **Concept Design**

- Concept Design of the event including all design work and Printing
- Crafting presentation templates that incorporates the content furnished by the Ministry of Tourism.
- Name plates for the designated tables as per the floor layout to be provided

### **Logistics & Equipment's**

- Main and 2 Side LED Panels and Playout Controls (should provide animated LED graphics) – Backdrop.
- Backdrop designing, printing and installation for Main Stage, Side Table setups and the Media event.
- Podium (decorated with Bouquet and event name in the Podium).
- Microphones for podium, MC (Pin Mic), Panelists & Moderator (Pin Mic) and for the Audience (6 Hand Mic).
- Laptop for Presenter on Podium & output for LED screen.
- PPT Remote, Wireless mic / Pin Mic for Presenter.
- Event Live Feed on Main LED Panel.
- Logistics of the event including the transportation of items.
- Registration badge with Lanyard for 150 - 200 participants.

### **Sound & Lighting**

- Main PA System and Lighting for event venue (Proper Sound & Lighting setups)
- Ambience Music for the forum
- Event Video & Audio recording and Live Stream output for social media
- All necessary audio-visual equipment's for the main event venue as well as for the pre-networking meeting spaces

### **Other Requirements**



- Arrangement of MC for the event
- Arrangement Moderator for the Panel discussion
- Set up and Dismantling Personal
- Arrangement of 6 hostess to assist Ministry of Tourism team through the event
- Free Wi-Fi (Internet) setup at the venue
- Secretariat Office (Work space) at the event venue equipped with internet connection, 1 multi-function printer
- Any additional requirement for the seamless execution of the event.