



REQUEST FOR PROPOSAL

RFP-030-COMMS-2024

CONSULTANCY SERVICES FOR EVENT MANAGEMENT SOFTWARE.

RFP ISSUE DATE: - 12th March 2024.

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SECTION 1 - INVITATION LETTER FOR REQUEST FOR PROPOSAL.

RFP REF NO.: - RFP-030-COMMS-2024

RFP Reference No.	RFP-030-COMMS-2024
Title of Tender	CONSULTANCY SERVICES FOR EVENT MANAGEMENT SOFTWARE
Issuing Office & Address	TAX JUSTICE NETWORK AFRICA Jaflo Limited, Block 3 - 106 Brookside Drive, Westland's Website: - https://taxjusticeafrica.net/
Location of this Assignment	Nairobi-Kenya
Point of contact for clarifications & questions	TJNA Procurement Unit, procurement@taxjusticeafrica.net cc; ckiiva@taxjusticeafrica.net
Amendment of RFP Documents	At any time before the submission of proposals, the Client, TJNA may for any reason, whether at its own initiative or in response to a clarification requested by an invited firm, amend the RFP. Any amendment shall be issued in writing through addenda. Addenda shall be sent by mail to all invited consultants and will be binding on them. The Client may at his discretion extend the deadline for the submission of proposals, if deemed necessary, to allow bidders reasonable time to take the amendment into account.
Email address for submission of Proposals	TJNA Procurement Unit, procurement@taxjusticeafrica.net
Deadline for submission of Proposals	Please include the subject line "RFP-030-COMMS-2024" on the email.
Anticipated Award Type	Consultancy Agreement
PRELIMINARY/MANDATORY EVALUATION CRITERIA	
	Preliminary Mandatory Requirements Bidders will be evaluated on the following mandatory requirements and those who fail to submit any of the documents below will not be considered for evaluation in the subsequent steps. Registered Firms/ Individual Entities: - <ol style="list-style-type: none"> 1. Certificate of registration or Incorporation/IDs for individual-based consultant 2. Copy of List of Directors, Shareholders, and beneficial owners (CR12) 3. Tax Compliance certificate. 4. Valid business permit from country of jurisdiction 5. Submission Technical Proposal 6. Submission of the financial proposal 7. Previous Experience (Reference letter/LSO/Contract) 8. CVs for the proposed team

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TERMS OF REFERENCE

TAX JUSTICE NETWORK AFRICA (TJNA) EVENT MANAGEMENT SOFTWARE.

Background

Tax Justice Network Africa enjoys a pan-African network presence spread across the continent with over 40 member organisations spread across 25 African countries. TJNA's founding mandate is built on the firm belief that achieving tax justice and the structural transformation of the African continent can only be achieved through forging strategic collaborations and partnerships at national, regional, and global levels. At the heart of this is our convening power that drives and fosters collective action by tax justice stakeholders around various global and regional issues critical to our mission.

Every year, TJNA organizes public policy meetings rotating in African countries. The meetings bring together Civil Society Organisations, pan-African Organisations, tax administrations, governments, and academicians to explore ways Africa can take the lead on international conversations that are beginning to have direct implications on issues relating to domestic resource mobilization and illicit financial flows that affect the continent.

TJNA annual meetings normally attract over 400 delegates from over 30 countries. The audience comprises pan-African organizations, civil society organizations, tax administrations, government ministries, parliamentarians, academicians, and researchers.

The meetings are open to all.

More on TJNA can be found at <https://tjna.me/3F6bD2g>

The event management software

To facilitate effective management and ensure the quality delivery of events, TJNA seeks to procure a centralized world-class events management platform. The platform will serve the following purposes:

1. Provide a seamless and professional end-to-end delegate experience throughout the event lifecycle,
2. Improve operational efficiency in the organization and management of events,
3. Provide an easy and efficient way to collect and manage data from events through in-depth reports & analytics,

Key Deliverables

- An events management software with an easy to navigate interface and enhanced to offer a world-class user experience.
- Support and maintenance: Administrative and technical support, and quality control.
- Deliver training for the support staff and system administrators on system maintenance, and administration.
- An events software management manual

The platform should provide the below services:

- Event registration and ticketing with customisable ticket types and pricing options.
- Secure payment processing integrated with reputable payment gateways.
- Delegate communications and engagement features, including email marketing tools.
- Comprehensive reports and analytics to track registration, tickets dispensed, and attendee demographics.
- Event promotion and marketing tools to enhance visibility and attract attendees.
- Mobile app integration and functionality for seamless access and interaction.

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- Seamless third-party integrations and Application Programming Interface to connect with Customer Relationship Management systems, email marketing platforms, social media, and other relevant tools.
- Scalability and customisable functionality to accommodate several types and sizes of events.
- Security and compliance measures to protect attendee data and ensure regulatory compliance.

Work Setting

The work setting for the assignment will include various aspects:

Timing and duration of the assignment

- The contract will be for five months, and the expected supply date is as soon as possible.
- The portal should be readily available upon signing the contract.

Working Relationships

The selected company will work under the supervision of TJNA's Communications Officer: Stakeholder Engagement and Outreach and in close collaboration with TJNA's ICT Officer.

Support provided.

TJNA will provide all necessary documentation and support for this assignment.

Scope Requirements

(The requirements below are not exhaustive.)

Requirement	Details
UX Requirements	<ul style="list-style-type: none"> • A user-friendly design that includes browser compatibility on different device types, multiple page styles and custom post types. • A design that also optimizes User Experience including low bandwidth situations, responsiveness and seamless interaction across the web, mobile devices, and social media integration. • A design with an emphasized "Call to Action" section that emphasizes prominent calls to action (CTAs). • Integration with email marketing platforms (MailChimp) and social media.
Data Requirements	<ul style="list-style-type: none"> • The software will have a signup feature to collect subscription data for email newsletters and an embedded conference registration form. • Ensure data security and privacy compliance.
Content Requirements	<ul style="list-style-type: none"> • The design needs to support and deliver a bilingual platform with English, French and Portuguese integration.
Technical Requirements	<p>The events management portal should:</p> <ul style="list-style-type: none"> • Have a user-friendly Interface. • Customisable event registration and ticketing • Payment's option • Delegate communications and engagement features (Email Marketing) and social media integration. • Generate reports and analytics.

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	<ul style="list-style-type: none"> • Event promotion and marketing tools • Mobile App integration and functionality • Seamless third-party integrations and Application Programming Interface (APIs) • Scalability and customizable functionality • Security and compliance
Reports	<ul style="list-style-type: none"> • The software shall provide reports and insights including disaggregated data, engagement, number, or registrants, etc.
Support and Maintenance	<ul style="list-style-type: none"> • Team will perform system testing to identify and fix bugs. • Developer will provide access to necessary resources (domains, etc.). • The team selected for this project should provide ongoing technical support, maintenance, and updates for the event management portal. • Support should be responsive and available during business hours, with clear escalation procedures for urgent issues.

Benchmarks

<https://rsvpify.com/event-registration/>

<https://www.eventbrite.com/l/registration-online/>

<https://www.cvent.com/en/event-marketing-management/event-registration-software>

<https://www.airtable.com/v2>

Proposed Timelines

Deliverable	Timeline
Design presentation	1 week
Testing and quality assurance	1 week
Training	1 week
launch	April 5, 2024
4 months support and maintenance	

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Minimum requirements

Bidders should demonstrate their experience in undertaking such assignments and the relevant registration documents, qualifications of key personnel (CVs; academic papers) and recommendation letters from at least 2 organization's where they have undertaken such assignments.

The bidder should have at least 5 years' experience in interpretation services, proficiency in English, French and Portuguese language (written and spoken) and possess excellent coordination abilities.

Evaluation Criteria		Weighting
1	Proven experience of the proposed team in providing similar services.	25%
2	Value for money – TJNA defines 'best value for money' as the trade-off between price and performance that provides the greatest overall benefit under the specified selection criteria. This does not mean the cheapest bid we will be assessing the overall offer from your organization for this contract.	25%
3	Interaction during tendering and quality of your formal offer. This is not how your proposal looks but we will focus on the contents and how it meets our specifications as well as the personal interaction of yourself with the TJNA panel (during an interview with the organization)	25%
4	The firm's specialism in the NGO sector (NGO organisations, international development or similar organizations)	25%

Submission of Proposals:

Interested and eligible Consultant(s) should submit technical and financial proposals in electronic format to procurement@taxjusticeafrica.net copying lodhiambo@taxjusticeafrica.net and bmuthua@taxjusticeafrica.net latest by 22nd March 2024 at 5:00 pm, East Africa Time (EAT).

Annex 1: Sample Events

The African Parliamentary Network on Illicit Financial Flows and Taxation

The African Parliamentary Network on Illicit Financial Flows and Taxation (APNIFFT) is a flagship programme coordinated by Tax Justice Network (TJNA) to provide African legislators with an opportunity to build their capacities in tackling Illicit financial flows and tax injustice in the continent. The platform provides a learning opportunity for members of parliament to engage in dialogue and debates on illicit financial flows, tax governance and domestic resource mobilization (DRM) in Africa. It has a basic governance structure and constitution and draws its membership from national and regional parliaments.

Link: <https://tjna.me/3uioHiQ>

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Pan African Conference on Illicit Financial Flows and Taxation

The Pan African Conference on Illicit Financial Flows and Taxation (PAC) is convened by Tax Justice Network Africa (TJNA) in collaboration with its partners. This annual event brings together researchers, academics and to take stock of success and challenges in the continent's Domestic Resource Mobilization (DRM) efforts and to provide solid evidence that CSOs (Civil Society Organizations) and other stakeholders can use to support their ongoing tax policy and advocacy work. Stakeholders and policy actors also deliberate and discuss pertinent issues on the Illicit Financial Flows (IFFs) agenda.

Link: <https://tjna.me/45iDWVO>

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