



## Terms of Reference for Event Management Services

### INTRODUCTION

The **Walvis Bay Corridor Group (WBCG)** was established in 2000 to engage in business development activities, aimed at increasing cargo for the Namibian ports and Walvis Bay Corridors, as well as to facilitate corridor and infrastructure development. In addition, the WBCG was appointed by the Government of the Republic of Namibia (through the National Planning Commission) as the implementing agency of realizing Namibia's vision of becoming a Logistics Hub for SADC. We also provide comprehensive health and wellness services to the transport and logistics industry and vulnerable communities.

The WBCG is seeking for an Event Management company to closely work with the Marketing & Communications as well as the Logistics Hub departments, to coordinate and facilitate the conference which is scheduled to take place on the 26 February 2024 in Swakopmund, Namibia.

### PURPOSE

The Namibia Logistics Conference on Transport, Logistics and Supply Chain is envisaged to be one of the biggest industry events in the country, and aims at bringing together key local, regional and international players in the transport and logistics industry, to promote Namibia as the preferred Logistics Hub for the SADC Region. In addition, to create a platform for discussing and highlighting opportunities in Namibia which can serve as a supply chain solution for international and regional markets.

### OBJECTIVE

The objective of this assignment is to provide the following event management services;

- Pre-Conference Planning and Advisory
- Venue Booking, including full conference package, welcoming drinks,
- Venue Setup, including stage, LED Screen Panel backdrop, lights, zoom facility, audio, etc.
- Marketing & Branding, including look and feel of overall conference
- Conference Administration Support and Post Conference Advisory, including registration staff and conference report.

### DELIVERABLES

1. Planning and Advisory Services: Ongoing
2. Venue Booking & Confirmations: October 2023
3. Marketing & Branding: November 2023
4. Conference Administration: January-February 2024

5. Post conference activities: March 2024

#### **PAYMENT**

The event management fee (all-inclusive of expenses incurred) will be paid in two parts, a 50% deposit and a final payment. The final payment will be processed upon delivery and approval of the final report and successful hosting of the conference.

#### **SUPERVISION OF THE WORK**

The event management company will work under the direct and overall supervision of the Marketing & Communications as well as the Logistics Hub Project Managers.

#### **QUALIFICATION CRITERIA**

1. Minimum of 5 years of experience in marketing, communications and events planning
2. Good knowledge of the corridor management institutions, business development, logistics, trade facilitation and wellness, will be an added advantage;
3. Proven excellent communication and facilitation skills, including in multi-cultural settings;
4. Highly motivated and committed to the values of transparency and integrity;
5. Fluency in English (written and spoken);

Submissions, not including the above will not be considered.

#### **CONTACT:**

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Interested consultants should submit their proposal, quotation, CV and business profile in a closed envelope and submit it at **31 General Murtala Muhammed Avenue, Eros, Windhoek.**

**Emailed and Faxed submissions will not be accepted.**

**DEADLINE: MONDAY, 25 SEPTEMBER 2023**