

Call for expressions of interest: Service provider for the organisation of the 13th Annual Assembly of the Eastern Partnership Civil Society Forum

Last updated on: 6 May 2021

Services: event management, communication and video-conferencing integration support for the organisation of the virtual edition of the 13th Annual Assembly of the Eastern Partnership Civil Society Forum (29 November - 3 December 2021).

Closing date: 31 May, 17h30 CET.

Title of the contract: EaP CSF AA2021 Service Provider

Description of the event and background information

The Annual Assembly of the [Eastern Partnership Civil Society Forum \(EaP CSF\)](#) is the key event of the Forum conducted on an annual basis since 2009. It serves as a platform for debate on the achievements of the Forum and of the EaP policy in general, as well as on the civil society contribution to the reform process in the region.

Every year the event brings together over 300 civil society representatives from the EaP region and the EU, as well as observers, speakers, guests, and media.

In 2021, the 13th Annual Assembly of the Eastern Partnership Civil Society Forum will be organised online, from 29 November to 3 December. For a better understanding of the sessions of the event, please check Annex 1.

Type of event	Virtual
Start and end dates of event:	Monday, 29 November – Friday, 3 December 2021
Number of registrations and expected number of participants	Between 300 and 350 participants (in terms of registrations)
7 categories of attendees	<ul style="list-style-type: none"> • EaP CSF Delegates, • EaP CSF Members, • Observers, • Speakers, • Guests, • Media, • Staff (EaP CSF Secretariat team, event moderator(s), interpreters, technical team and allocated staff by the service provider).
Eligible countries	Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine, EU member states, Russian Federation and the US;

Registration calendar	Professional online registration platform integrated on the EaP CSF's event page. <ul style="list-style-type: none"> • Launch of the registration period: Monday, 4 October 2021 (open for 7 weeks) • End of the registration period: Monday, 22 November 2021
Interpretation services	Available throughout almost all the sessions of the event, in English and Russian.
Event reporting (including financial reporting)	Available 1 month after the event, by the beginning of January 2022 (at the latest)

Scope of work

The Secretariat of the Steering Committee of the Eastern Partnership Civil Society Forum (hereinafter the client) is requesting the service of an event management company/ service provider to support with the following:

Registration management

Based on clear instructions offered by the Client, the service provider will:

- Design the registration platform (see further instructions below);
- Test the functionalities of the registration platform;
- Provide administration and technical support during the registration period;
- Provide weekly statistical information to update the Client on the progress of the registration;
- Accommodate last-minute registration requests received after the deadline;

Registration platform setup

The registration form for the Annual Assembly 2021 set up by the selected service provider shall include the following information:

- Category selection (delegates, members, observers, speakers, guests, media, staff)'
- Registration details: Title, name, organization, position, country, contact data (email address);
- Language preference (EN or RU);
- Agenda selection;
- Record modification and/ or cancellation options;
- Privacy and recording disclaimers;
- A validation feature (that will allow the Client to approve/ decline registrations);

The registration form should be available in both English and Russian.

Depending on their category, invited participants will be able to register using a unique username and a password. Each category will be allocated a secure password (i.e. EaP CSF delegates will be able to register with their own username and the password “xzyw2021”).

The same credentials will be used by the registered participants to login on the platform of the event.

The link to the registration page shall be integrated into the EaP CSF event page and should be compatible with a WordPress website.

The registration timeline and the text of the form will be provided by the Client.

Logistical communication management

In coordination with the Client, the service provider will develop a communication timeline/ plan for the event and will offer logistical communication support before/ during and after the event, including:

Before the event:

- Save the date emails;
- Invitations;
- Reminders;
- Registration confirmations/ regret letters;
- 1 week before the event communication (which includes Technical Note)
- 1 day before the event communication

During the event:

- Daily reminders during the event;
- Helpdesk support;

After the event:

- Thank you notes to all registered participants and satisfaction survey;

Before the launch of the communication process, the service provider should ensure and assure the Client that any communication sent to a large number of invitees does not end up in spam. All communications should be personalised and designed to offer a sneak-peek into the event.

The text of all the communications (i.e. invitations/ reminders/ confirmations/ regret letters in EN and RU) will be provided by the Client.

The event communication support does not include social media management/ design support, or any matters related to strategic communications addressed to stakeholders.

Video conferencing (VC) platform

The service provider will provide the VC platform on which the event will be held.

The platform will be integrated into the EaP CSF event page via a “Join us” button.

Mandatory requirements for the VC platform:

- Secure and personalised connection to the video conferencing platform via secure link and user credentials;

- Live-stream options;
- Break-out room options;
- Up to three parallel sessions;
- Customised event space and experience (i.e. customised event space with the look and feel of a real event – i.e. virtual lobby area, auditorium, networking lounge, breakout rooms, etc.¹);
- Available webinar and meeting format depending on the required style of the sessions;
- Embedded simultaneous EN-RU-EN interpretation options (English and Russian channels)
- Live engagement functions (i.e. polls, surveys, group chats, one-to-one chats, question submissions to the organisers/ speakers, etc.);
- User friendly networking options;
- Recorded content available;
- Help-desk chat function;

Optional features:

- Digital library available
- Exhibition integration

Ideally, the participants should be able to move from one session to another within the platform of the event with minimum clicks and scrolling.

Technical support / moderation before and during the event

In coordination with the Client, the service provider will be in charge of:

- Preparing and hosting short technical rehearsal sessions for the staff and speakers;
- Designing the Technical Note for the speakers and the participants;
- Ensuring the technical moderation of each session (i.e. checking sound and video quality for all speakers/ staff involved during each session; ensuring a smooth transition from the Practice Mode to the Live session; enabling a specific and pre-agreed video layout for the speakers and the participants;
- Troubleshooting in case of any technical problems.

Simultaneous interpretation services

The service provider will ensure the availability of a sufficient number of professional interpreters that will provide simultaneous EN-RU-EN interpretation throughout the whole event, including parallel sessions (such as Working Group sessions, Country Stakeholder sessions).

To ensure the balance between the quality and the costs of the interpretation services, the service provider will share with the Client at least 3 offers received for such services.

Event reporting

Online events allow organisers to better quantify, track and analyse their event performance.

¹ This list is not exhaustive but refers to possible event space options that could be created in a virtual platform.

The service provider will be in charge of collecting data regarding the event (i.e. registration and attendance rate per category, average time spent during each session, post-event survey results, etc).

Financial reporting

In coordination with the EaP CSF Finance Manager, the service provider will ensure a regular and updated overview of the event budget.

All the documents needed for financial reporting purposes after the event will be prepared and delivered to the Client within one-month period after the event, by the 4 January 2022 at the latest.

Expected deliverables

- Comprehensive offer including all the above-mentioned services;
- Financial proposal;
- Video conferencing platform options;
- Registration platform and registration form;
- Logistical communication timeline;
- Technical note(s) for participants and speakers;
- Post-event report (including statistics and event metrics and survey results);
- Post-event financial report.

Indicative timeline

2021

- Launch of the call for expressions of interest: 6 May;
- Deadline for submission of expression of interest: 31 May, 17h30 CET;
- Review of the applications: 1-15 June;
- Calls with short-listed candidates and live demonstrations of the platforms: 15-22 June;
- Announcement of the selection results: by 23 June;
- Discussion with the service provider: 23-30 June;
- Signature of the contract: 30 June;
- First working meeting with the Client: beginning of July;
- Preparatory work: as of July;
- Finalisation of the registration platform: by mid-September at the latest;
- Launch of the registration process: 4 October;
- End of the registration process: 22 November;
- Technical rehearsals with speakers: 22-26 November;
- Technical, communication and event management support during the event days (29 November – 3 December);
- ‘Thank you’ notes/ event satisfaction survey: by 3 December;
- Survey results: 17 December.

Additionally, in the run-up to the event, in coordination with the Client, the service provider will also:

- participate in monthly and, closer to the event, weekly catch-up calls with the Client;
- participate in the event rehearsal with the Client (following a written script);

After each day of the event, the service provider will participate in short debriefing calls (30 min) meant to improve the next day's performance of the team.

After the event, the service provider and the Client will discuss the overall collaboration, including points of improvement.

2022

- Post-event and financial reporting: should be made available within 1 month after the event, by 4 January 2022.

Selection criteria:

- Detailed technical proposal featuring how the requirements mentioned in these TORs will be met (50%)

In the technical proposal, the applicants should provide one or more examples of the platform(s) they envisage to work with if selected to collaborate with EaP CSF for the organisation of the Annual Assembly 2021. The examples should clearly describe both the advantages and the limitations of using a particular platform.

Short-listed applicants should be available and ready to give a demonstration on how the suggested platform works.

- Financial offer and cost of service compared to budget constraints (20%)
- The flexibility of the proposal to adapt to possible changes (20%)
- Previous experience in organising CSF events (10%)

Application procedure:

Interested candidates are invited to submit their expression of interest in English to applications@eap-csf.eu by **31 May, 17h30 CET**. (*Subject line: AA2021 – service provider*).

The application should contain:

- Financial offer;
- Comprehensive offer including all the above-mentioned services described in the TORs;
- Email expressing the interest in the call and describing the experience with organising online events;

Should you have any questions regarding the current call for expressions of interest, please contact Alexandra Sabou, Administrative and Statutory Affairs Manager, alexandra.sabou@eap-csf.eu.

Annex 1: Indicative structure of the Annual Assembly²

Indicative title of the session	Number of sessions	Indicative type of session (webinar/meeting) ³	Indicative Duration	Language (EN + RU)	Any other specific requirements
Opening ceremony	1	Webinar	60 min	EN+RU	Possibility to play recorded interventions and live interventions in a smooth way;
General Assembly	1	Meeting/ webinar	60 min	EN+RU	
Thematic panels	3	Webinars	75-90 min	EN+RU	
Parallel country stakeholder sessions (Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine)	6 (3+3)	Meeting	60-75 min	EN+RU	The six sessions are grouped in 2 days, with three sessions being organised in parallel in one day, and three other sessions in another day.
WG sessions (part 1)	5 (2+3)	Meeting	60 -75 min	EN+RU	The WG sessions are organised in two parts; they are at least one or two days apart from each other; usually organised in parallel (2 during one timeslot and 3 during another timeslot);
WG sessions (part 2)	5 (2+3)	Meeting	75 min	EN+RU	
Side events	3	Webinar / Meeting	60 min	EN	Usually all three sessions are organised in parallel;
e-reception and networking opportunity	1	Webinar/ Meeting	60 min	EN+RU	To be tailored depending on the features of the event platform
Networking options	Ongoing	n/a	n/a	n/a	To be discussed depending on the features of the event platform
Closing ceremony	1	Webinar	30 min	EN+RU	

² The AA2021 agenda will be available at a later stage.

For a better understanding of the structure of the event, the agenda of AA2020 can be consulted [here](#). To be noted that compared to 2020, the 2021 agenda will have a slightly updated structure which is reflected in the Annex.

³ The terms “meeting”/ “webinar” do not refer to any Virtual Conferencing App in particular, but to the type of sessions envisaged for the event.

Webinar = an online session which features a selected group of speakers and is broadcasted to a large audience; the audience of the webinar is able to interact with the speakers either in real time, or via an instant messaging tool.

Meeting = an online session which features all the participants in one space; they are able to interact with each other in real time and via the available instant messaging tools.

Other elements:

- At least two pre-recorded videos will be played during the event (awards ceremony and reporting videos);
- The services of a graphic recorder/ event sketcher may be used during the event.