



## **TERMS OF REFERENCE FOR PROVISION OF EVENT MANAGEMENT AND TECHNICAL SET-UP FOR CHANGAMKA 2022**

The Kenya Association of Manufacturers (KAM) was formed in 1959 as a representative organization for Kenyan industrialists. KAM is a non-partisan, non-profit, membership organization. It has over 1,000 members in manufacturing, processing and associate members, whose business activity contributes to expansion of industry, including financial institutions, insurance companies and consulting firms. The Association aims to promote competitive local manufacturing in a liberalized domestic market. KAM represents its member's interests with central government, regulatory agencies, and local authorities. It provides services to encourage members to uphold standards, compete fairly, and contribute to the development of Kenya's industrial potential.

### **EVENT BRIEF**

The 5th Annual Manufacturing Summit and Expo, this year dubbed The Changamka Kenya Shopping Super sale, aims to showcase the quality and diversity of locally manufactured goods made for local, regional, and international markets. Its essence is to celebrate the advancement of locally made products and highlight their global positioning by showcasing them to the public and more importantly the government of Kenya. In addition to the showcasing, the event will host a summit in which critical conversations on youth, SMEs and TVET will be held.

The Changamka Kenya Shopping Super sale is a five-day event in Nairobi and a four-day event in Kisumu. It will be held from the; ***1<sup>st</sup> to the 5<sup>th</sup> of November in Nairobi at KICC and 1<sup>st</sup> to 4<sup>th</sup> of Dec 2022 in Kisumu at the Aga Khan Hall.*** It will showcase the quality and diversity of locally manufactured goods made for local, regional, and international markets. The festival is curated to be five days of family fun and super sales, with a target of 200 local and international exhibitors, and over 250,000 visitors. Its essence is to celebrate the advancement of locally made products and highlight their global positioning by showcasing them to the public.

## **PURPOSE**

The Kenya Manufacturing Summit and Expo is an annual event that brings together Kenyan manufacturers with the aim of showcasing and promoting locally manufactured products and content. The aim of the expo is to:

- Promote Buy Kenya Build Kenya strategy
- Showcase local content
- Establish Market Linkages
- Establish financial linkages
- Promote innovation in industry

## **OBJECTIVE**

KAM is looking to recruit an events management company to assist in the planning, coordinating and execution of the concept of the Changamka Festival 2022.

## **SCOPE OF WORK**

### a) Event Management

Your Roles will mainly include;

- Coordination of Exhibitors
- Coordination of the Summits and conferences during the event
- On-ground 3rd party Set Up and set-down, Coordination & Inspection
- Sponsor & VIP Hospitality Support
- Branding Coordination
- Clean Up Coordination
- Talent On-site Management & Hospitality Coordination
- Media Hospitality Coordination
- Provision of Ushers/Hostesses
- Creation of the on-site floorplan

## **EXPECTED OUTCOMES**

- A clearly labeled and practical floor plan
- Ensure that the tents and booth set-up vendor is set up on the appropriated date and all booths are labelled correctly
- Ensure all exhibitors are set up appropriately and on time and that they are always comfortable

- Ensure all venues/ zones are properly labeled and free flow of traffic
- Inspection and coordination on ground all through the event
- Ensure VIP and hospitality support all through the event
- Ensure that there is always on-site management and clean-up
- Ensure that there is always coordination of security, hostesses/ ushers
- Ensure proper co-ordination of all 3<sup>rd</sup> party set up
- Ensure floor plan set up as per the approved floor plan
- Co-ordination of banners set up for proper brand positioning
- Ensure set-down of the event is done in timely manner and all exhibitors have left with all their goods and remaining products

### **CORE COMPETENCIES**

- Experience in organizing mega local and international events
- Strong coordination skills
- Experience in developing and executing PR strategies
- Creativity
- Minimum turnaround time in execution of tasks

\*\*\*\*Kindly provide a portfolio for the events-specifically expos that you have managed.

### **CONFIDENTIALITY**

Kenya Association of Manufacturers will require signing of a non-disclosure agreement. Any information regarding the concept, event management and publicity strategy is private and confidential and should not be shared with third parties.

Interested parties are requested to submit their proposals and quotes both **physical and electronic copies** to [procurement@kam.co.ke](mailto:procurement@kam.co.ke) by **5<sup>TH</sup> Sept 2022** stating **“Changamka 2022- Nairobi Event Management and Technical Set-up.”**