



TERMS OF REFERENCE FOR PROVISION OF PUBLIC RELATIONS & MEDIA MANAGEMENT

I. ABOUT KAM

Established in 1959, Kenya Association of Manufacturers (KAM) is a representative of manufacturing and value-add industries in Kenya with over 1,000 members. The Association has grown into a dynamic, vibrant, credible Association that unites industrialists and offers a common voice for businesses.

KAM provides an essential link for co-operation, dialogue and understanding with the Government and other key stakeholders by representing its members' views and concerns through fact-based policy advocacy.

The Association promotes trade and investment, upholds standards, encourages the formulation, enactment and administration of sound policies that facilitate a competitive business environment and reduce the cost of doing business.

II. EVENT BRIEF

The Annual Manufacturing Summit and Expo, dubbed “**Changamka Kenya Shopping Festival**”, 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 Policy, SMEs and Youth will be held.

The 6th Changamka Kenya Shopping Super sale is a five-day event in Nairobi and shall be held from 31st October 2023 to 4th November 2023 at KICC.

The Festival is curated to consist of family fun and super sales, with a target of 300 local 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.

III. SCOPE OF WORK

KAM seeks to engage a supplier to provide public relations and media management services pre, during and post the event. The main purpose of this assignment is to come up with effective tools of communication to:

- Build confidence with stakeholders – Manufacturers, Government & the public.

- Promote Changamka Shopping Festival Brand Value
- Manage media relations
- Increased traffic to the event

The objectives of the assignment include:

- To publicize the Changamka Festival to different audiences and stakeholders including potential sponsors, exhibitors, and participants.
- To position KAM as a thought leader on matters manufacturing
- To ensure strategic placement of the Festival and various topical issues highlighted during the summit on various media platforms
- Directly and indirectly influence participation in the festival

Expected outcomes:

1. Increased awareness of the Changamka Festival
2. Increased participation
3. Indirectly influence the uptake of exhibitors and sponsors
4. Increase interaction and enquiries during the Changamka Festival
5. KAM positioned as a thought leader

IV. TARGET AUDIENCE

- Potential sponsors
- Potential exhibitor
- General Public

V. DURATION

- **10 weeks:** From 4th September 2023 to 10th November 2023

VI. EXECUTION

We seek to execute a holistic campaign to ensure that we achieve outlined objectives. We aim to use different media platforms, both traditional and digital during the campaign season, as follows:

- Conceptualization and development of articles, in consultation with the Association, to be published on various media platforms:
 - 2 opinion pieces
 - 3 press releases – event announcement; opening day; and event closure
- Organizing and facilitating press briefings as follows:
 - 1 press briefing at the event announcement event
 - 1 press briefing during the opening day of the festivals
 - 1 press briefing during the subsequent day of the Festival

- Actively pitching and sourcing for media interviews on top tier media platforms as follows:
 - 4 Radio interviews
 - 4 TV interviews
- Developing thought provoking written collaterals including speaking notes and media scripts, in consultation with the Association, as follows:
 - 4 forewords for the exhibition catalogue
 - Media scripts for all proactive interviews
 - Key messages for KAM speakers during the press briefings
- Day-to-day management of media at the Festival.
- Provide a detailed impact report at the end of the campaign.

VII. CONFIDENTIALITY

Kenya Association of Manufacturers will require the 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.

VIII. SUBMISSION OF DOCUMENTS

The documents to be submitted should include:

- i. Cover letter explaining why you are the most suitable candidate,
- ii. CV for the team
- iii. Company registration certificate
- iv. Company PIN
- v. A valid Tax compliance certificate
- vi. Detailed technical and financial proposal in separate envelopes.

Interested parties are requested to submit sealed envelopes to the address below with the subject line “Changamka 2023 PR and Media Support” by **7th August 2023**.

Procurement Manager
Kenya Association of Manufacturers
KAM House – 5th Floor
Opposite Westgate Shopping Mall – Westlands

Only shortlisted candidates will be contacted.

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