

3rd Global Sustainable Rice Conference and Exhibition 2024

Terms of Reference: Event Management

1. Background

Launched in 2017 with a second edition in 2019, the Global Sustainable Rice Conference and Exhibition (SRP Conference) was well received across the stakeholder community and has emerged as a flagship event for the Sustainable Rice Platform (SRP) and as an internationally recognized forum dedicated to fostering partnerships for sustainability within the rice sector. The 3rd edition on 26-27 November 2024, to be held at the United Nations Conference Centre (UNCC) Bangkok, Thailand, will build on this success to catalyze collective action.

SRP seeks an experienced Event Management Company to coordinate and manage all aspects of the event, working in close coordination with the SRP Secretariat office based in Bangkok.

The 3rd Global Sustainable Rice Conference and Exhibition (SRP Conference 2024) will focus on advancing sustainable rice farming practices to enhance climate resilience under the theme: **"Sustainable Rice: Food, Climate and People"**. The event will focus on the integral role of rice at the intersection of global debates on sustainable food systems and climate change, and on challenges and emerging opportunities to contribute towards systemic rice sector transformation. The event will dovetail with the 2024 SRP Annual General Assembly meeting.

The event offers SRP members and partners an opportunity to present and discuss their own initiatives to derisk their own value chains and catalyze broader change through collaboration on scaling initiatives such as the Sustainable Rice Landscapes Initiative and Global Environment Facility. It will provide a unique opportunity for diverse stakeholders to share and discuss the latest innovations and approaches, facilitate collaboration, create new partnerships and foster knowledge exchange. Digital tools will feature strongly in the program, particularly in the context of impact monitoring and carbon accounting. The event will comprise three components:

- Conference, organized as presentations and panel discussions
- Exhibition
- SRP General Assembly (closed session for SRP members)

The SRP Conference 2024 is expected to attract around 350 participants from around the world, spanning the stakeholder spectrum. The event will be attended by senior representatives from across the stakeholder spectrum, including rice value chain actors, governmental agencies, development organizations, research, financial actors, philanthropic, grass-roots organizations and farmer groups.

2. Objective

SRP is seeking support from an experienced event management company to conceptualize, design and manage organization and execution of the SRP Conference 2024 on behalf of SRP. The event management company will be guided by, and report to, the SRP Secretariat.

3. Responsibilities of the event management company

3.1 Program Production and Speaker Acquisition, including driving the themes, content development and speaker invitation / confirmation.

3.2 Marketing:

- Create, design and develop conference brand identity and other conference branding & promotional materials; including but not limited to pre- and post-conference promotional videos, EDMs, sponsorship kits, program brochure, souvenirs, badges, etc.
- Develop, manage and maintain online tools and activities such as a website, an app and social media campaign.
- Contract with selected media and industry organizations to partner in expanding outreach.
- Arrange photographer and videographer to cover the event.

3.3 Event Logistics

- Venue coordination, including catering, AV and other technical arrangements
- Select and contract potential hotel partner/s for participant accommodation
- Speaker liaison for presentations, travel arrangements and other support
- Pre-, online- and onsite registration, collection of payments, administration and exhibition management
- Procuring banners, signage and dealing with third party vendors for executing exhibition agreements
- Technical documentation for the event (video recordings of all sessions)
- Only for SRP General Assembly (members only): Liaise with UNCC to organize facilities/equipment for remote participation.

3.4 Manage Sponsorship and Exhibition (Sales)

3.5 Conference Working Group Liaison

- Schedule meetings, setting meeting agendas, taking and circulation of minutes, proposing ideas, reporting back on progress, and any other form of liaison needed with the Organizing Committee/SRP Secretariat.

3.6 Post event

- Manage post-event follow up, administrative and logistical requirements including removing all fixtures and materials from the event/ congress venue and returning rented items, processing all payments to contracted suppliers and vendors by designated deadlines.
- Updating the event website with appropriate messages and materials, and producing post-event report (including, main features, attendee feedback) & video.

3.7 Other roles and responsibilities

- Recommend event insurance providers and liaise with the identified vendor.
- In addition to the foregoing, take all necessary measures to perform its roles and responsibilities to the highest standards.

4. Expected outputs

The event management company will be responsible for delivering agreed outputs based on above mentioned responsibilities. Format and timeline for delivering outputs will be further detailed in line with the event's needs and may require some flexibility in prioritization and time allocation.

5. Period of assignment

The duration of the assignment will be from 3 June until 31 December 2024.

6. Qualifications

- At least 5 years of experience in events management and support (design, organizing, managing, and implementing high-level mid-sized national & international conferences/events, including VIP protocols.
- Proven expertise in graphic design, animation and branding of high-profile events including the development and placement of event branding materials in the venue.
- Mandatory Team structure: Event Manager, communication expert, graphic designer, media coordinator
 - Event manager – over 5 years of proven experience designing and executing events and conferences.
 - Highly motivated and experienced in coordinating and planning events at international and national levels.
 - Excellent administration, organizational and time management skills.
 - Excellent teamwork and participatory process skills.
 - Use of cutting-edge technological solutions for events and showcasing creative skills.
 - Excellent knowledge of recent trends in graphic design, particularly for websites with the ability to create innovative and visually appealing designs
 - Demonstrated experience in delivering written content in varied formats including web pages, brochures, and reports
- Experienced in working with not-for-profit organizations
- Ability to deliver agreed deliverables within the expected timeframe

7. Submission of Proposal

Interested candidates should submit the following materials in English language by 10 May 2024 (17:00 Bangkok time) via email to info@sustainablerice.org.

- Organizational/company profile with brief description of the organization, institutional capacity and an outline of recent experience in providing events management services.
- A slide deck of graphic design work (e.g. design theme of the conference, scale floor conference venue sitting plan, design artwork for conference backdrops, infographics, banners) prepared for recent conferences
- CV/team profile in English language
- Quotation (in Euro), including the event organizer's fees, itemized according to the responsibilities shown in Section 3.