

# REQUEST FOR EXPRESSIONS OF INTEREST REF No: AL-ADF-15570-CS-QCBS

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November 10, 2020



## REQUEST FOR EXPRESSIONS OF INTEREST (REOI) (CONSULTING SERVICES)

**Albania**

**Albanian Development Fund (ADF)**

**Project for Integrated Urban and Tourism Development (PIUTD)**

**IBRD Loan No: 8656- ALB.**

**Project ID Number: P155875**

**Issuing date: November 10, 2020**

*Assignment Title:* **Consultant Service for: “Events and Events Calendars for the Municipalities of Përmet, Gjirokastra, Saranda and Berat”/Tourism products and value chain development – package 1**

*Reference No.* **REF No: AL-ADF-15570-CS-QCBS**

The Government of Albania has received financing from the World Bank toward the cost of the **Project for Integrated Urban and Tourism Development (PIUTD)**, and intends to apply part of the proceeds for consulting services. The consulting services (“the Services”) include: **“Events and Events Calendars for the Municipalities of Përmet, Gjirokastra, Saranda and Berat”/Tourism products and value chain development – package 1/ REF No: AL-ADF-15570-CS-QCBS**. The overall objective of this consultancy is to develop integrated, complementary and self-sustainable events for each municipality and implement these events in close collaboration with Albanian Development Fund, each municipality and other stakeholders. The consultancy is expected to build capacity and create Standard Operating Procedures (SOP) for event planning, event implementation, event promotion and event monitoring and reporting that would allow these events to be implemented in the future by staff in each municipality and/or other possible stakeholders.

Specific tasks and indicative level of effort are as following:

### **PHASE A: “Event Calendar Design” – 3 months**

During “**Phase A**” the consultant will carried out the following Tasks and activities:

**Task 1: Inception phase:** The Consultant should prepare the Inception report that should clearly outline all activities, tasks, procedures, methodology, and timeframe, as well as, include conclusions from the kick off meeting. The consultant will work with stakeholders to define an overall framework for events’ calendars, events concepts that fits the current market needs across the four municipalities and to lay out a clear implementation plan with a well-defined strategy of events sustainability.

**Task 2: Event and Event Calendar design:** The consultant, together with relevant staff from each municipality, will carry out “Event validation & prioritization”. In the context of a post-COVID environment, the consultant will analyse the concept ideas prepared in the Product Development Strategy and may propose other events as seen appropriate by the consultant to achieve consultancies & project goal, as well as, “Event Planning”.

### **PHASE B: “Event Implementation & Management” – 21 months**

During “**Phase B**” the consultant will perform the following activities:

1. Event implementation, as per the events calendars approved. At least 5 events per municipality are expected – with a minimum of 20 events over the course of 24 months.
2. Promotion of the event through online and offline channels, as per marketing/communication plan agreed. The consultant will have to closely collaborate with the “marketing consultancy”.
3. Building capacity and systems within the municipality to deliver events consistently
4. Result monitoring, with focus on the KPI’s.
5. Prepare an economic impact study/report on the quantitative and qualitative effects of the event on the destination.

**Albanian Development Fund (ADF)** now invites eligible consultants (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services (Summary of relevant experience of the firm, description of similar assignments, experience in similar conditions, CV for the key personnel, letters of recommendation, etc.). The consultant will be a consultant company with international experience in event planning and development, which can be organized also in a Joint venture, and shall fulfil the below mentioned requirements:

- At least 10 tourism product development projects in the category of events, with a minimum of 5 in big sizes (participants up to 1500 pax).
- Experience in event promotion for the target markets in the ToRs.
- Previous experience in event implementation in Albania.

The short-listing criteria are:

<b>No.</b>	<b>Evaluation Criterion</b>	<b>Points</b>
1.	Overall experience of the firm in the field of the assignment (number of years)	30 points
2.	Relevant Specific Experience in the field of the assignment and Number of assignments similar to ToRs successfully completed during the last 5 years	60 points
3.	Availability of staff within the firm to perform the assignment and previous experience in event implementation in Albania	10 points
<b>TOTAL</b>		<b>100 points</b>

A multi-disciplinary team of **9 key staff professional** and technical personal will be required for the execution of the project. The Consultant Team should be led by a Principal Team Leader with international experience in event planning with focus on promoting tourism destinations. The following list of key experts and qualifications will serve as a guide and the Consultant Team may with justification propose additional staff.

The proposed team composition for the Consultancy Services shall be:

1. Team Leader –Event Director (Key Expert 1/ International) – Degree in Business, Marketing or a related field, at least 10 (ten) yrs. experience in experience in event planning and implementation;
2. Account Manager (Key Expert 2) – Degree in social or behavioral science, business, management, marketing, public relations, at least 5 (five) years’ experience in project management;
3. Event Coordinator (Key Expert 3) – Graduated in event management, business, management, marketing, public relations, at least 5 (five) years’ experience in event management;
4. Tourism Specialist (Key Expert 4/International) – Graduated in Tourism, Economics, at least 5 (five) years’ experience in developing tourism products;
5. Digital Media Specialist (Key Expert 5) – Graduated in communications, journalism, or marketing, at least 5 (five) years’ experience in in developing digital media content;
6. Marketing Specialist (Key Expert 6/International) – Graduated in in marketing, or relevant field, at least 5 years of experience in events marketing;
7. Graphic Designer (Key Expert 7/International) – Graduated in graphic design, at least 5 (five) years’ experience in design and web design;
8. Sponsorship Manager (Key Expert 8) – Graduated in in business, management, marketing, public relations, at least 5 years of experience in in fundraising;
9. Artistic Director (Key Expert 9/International) – Graduated in Arts, at least 5 years’ experience in designing and management of artistic events;

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank’s *Guidelines: Selection and Employment of Consultants by World Bank Borrowers* (January 2011, revised July 2014), setting forth the World Bank’s policy on conflict of interest.

The Consultancy Team (Consultant) should be realistic in appraising the existing capacities and design events that are appropriate. It is expected that the consultancy will be implemented over a period of **24 months**. Due to COVID-19 restriction, the time period can be postponed/extended upon Client’s request and mutual agreement.

The consultant should be a Firm. the selection method to be applied is **Quality and Cost Based Selection (QCBS)**, in accordance with the procedures set out the World Bank’s: *Guidelines Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers*” (January 2011, revised July 2014).

This consultant service will be performed within **24 months** period, and the level of inputs required is **172.5 man/months**. **The firm for this assignment will be contracted under a lump sum contract.**

Further information can be obtained at the address below during office hours 08:00 to 16:30 (Monday to Thursday) and 08:00 to 14:00 on Friday.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by **November 24, 2020, no later than 13:00 hrs.**

**Albanian Development Fund (ADF)**

**Project for Integrated Urban and Tourism Development (PIUTD)**

**Address: Rruga: "Sami Frashëri", Nr. 10, Tirana**

**Tel/Fax: +355 4 2235 597/8; +355 4 2234 885**

**Att: Mr. Astrit Alikaj**

**Att: Ms. Alma Uku**

**Att: Mr. Artur Zaja**

**E-mail: [alikalj@albaniandf.org](mailto:alikalj@albaniandf.org)**

**E-mail: [auku@albaniandf.org](mailto:auku@albaniandf.org)**

**E-mail: [azaja@albaniandf.org](mailto:azaja@albaniandf.org)**

**<http://www.albaniandf.org>**