

TERMS OF REFERENCE – EVENT MANAGEMENT CONSULTANT FOR SNV GLOBAL EVENTS

Background

SNV is a mission-driven global development partner working in more than 20 countries across Africa and Asia. Building on 60 years of experience and together with our team of over 1,600 people, we strengthen capacities and catalyse partnerships that transform the agri-food, energy, and water systems, which enable sustainable and more equitable lives for all. Grounded in the 2030 Agenda for Sustainable Development, we work on the core themes of gender equality and social inclusion, strong institutions and effective governance, and climate adaptation and mitigation.

We apply our know-how to realise effective solutions and deliver results at scale worldwide. We do this through our local presence and our specialised expertise in agri-food, energy, and water. Our projects directly benefit millions of people. At the same time, our projects drive systems change, which helps many more people work their way out of poverty, well beyond the scope of the projects themselves. We are proud to be a not-for-profit organisation, implementing our mission exclusively through project financing. This requires us to work efficiently and to invest in operational excellence every day.

For more information on SNV, visit our website: <https://snv.org/>

Objectives

SNV leverages our impact by applying the evidence from programmes, partnerships, and joint learnings towards a reinforced emphasis on influencing the policies and practices of other actors - locally, nationally, and globally. Optimising our influence necessitates a deeper capacity for strategic communications and a more determined focus on gathering, understanding, and more widely sharing knowledge, evidence and research.

The objective of this assignment is to support efficient delivery of SNV's priority 2023 global events, to maximise communications and influencing impact.

Activities

UNFCCC Climate Conference

The 28th session of the Conference of the Parties (COP 28) to the UNFCCC will take place in Dubai, from 30 November to 12 December 2023. This event is the UN's annual climate change focused event. SNV regularly participates in this conference as many of our sector programmes have a positive climate impact. During the event, there are a number of event pavilions which have a thematic focus which are generally climate related.

The UN Food Systems Summit has called for unprecedented attention to food systems by ensuring that COP27 has a dedicated focus on it. With SNV new strategic focus on food systems the decision was taken by the MB to support the Food Systems Pavilion (FSP).

Together with Clim-Eat, a Think-Tank on Food, SNV plans a number of engagements at COP28 including co-hosting sessions for one day co-sponsorship with International Livestock Research Institute (ILRI) at the FSP and events at other pavilions.

As part of our engagement in COP28, SNV needs support from an Event Management Consultant (EMC) on:

- *Pavilion events*: SNV will be involved in shaping a 5 hour block of sessions on livestock, climate and food systems in the FSP. Inputs will be required, depending on successes in the applications process, on other pavilion events.
- *Operational*: decisions on pavilion partnerships, expenditures, programme, and structure.

Other conference event support

The Event Management Consultant (EMC) may be required to support other SNV priority global events for example the Micro-Nutrient Forum.

The Event Management Consultant (EMC)

As the EMC your role will be to ensure the smooth planning and running of SNV's presence and activities at the FSP` in COP28 and other pavilions/events and the overall project management of our activities in the lead-up to, during and following the event. This will involve liaising with internal and external stakeholders including our co-hosts and partners.

As an EMC for SNV you will play a pivotal role in orchestrating and executing transformative events that align with the organization's vision and mission. You will be responsible for the end-to-end planning, coordination, and delivery of events, ensuring they resonate with stakeholders, drive positive change, and foster valuable partnerships. From conceptualizing event objectives to engaging with influential speakers and partners, the EMC carefully designs programs that inspire, inform, and promote collaborative action. By efficiently managing resources and logistics, you guarantee seamless event experiences for attendees and stakeholders alike. Additionally, the EMC will reflect on the impact of each event, using insights to continually enhance future engagements and reinforce the organization's position as a catalyst for global development and positive transformation.

Scope of work

- **Event Planning.** Develop the event plan outlining objectives, creating timelines positioning, content requirements and liaise closely with marketing communications colleagues to ensure a coherent and integrated marcom approach
- **Program Development.** Designing event programs that include keynotes, workshops, panels, and networking opportunities.
- **Speakers and Partners Engagement.** Working with SNV leads to organize involvement of speakers, experts, and partners who will contribute to the event's objectives.
- **Liaise with the other organisers and partners and ensure that deadlines for submission of content are met.** Engage with the relevant SNV technical advisors to secure input and content as required including event Run of Show.
- **Connect with SNV's marketing, communication, and public affairs team for alignment,** reporting on progress, incorporation of brand guidelines and leveraging of PR/media outreach and increase events visibility and SNV brand across relevant channels.
- **Registration and Attendee Management:** Overseeing event registration processes and managing attendee lists, ensuring attendee briefing and smooth on-site registration.
- **Event Execution:** Supervising the smooth execution of the event, handling any last-minute issues, and ensuring everything runs according to plan.
- **Crisis Management:** Preparing contingency plans to handle unexpected situations during the event. Proactively handle any arising issues and troubleshoot any emerging problems during the event.
- **Post-Event Follow-Up:** Sending thank-you notes, follow-up emails, and reports to attendees, speakers, and partners.

Impact measurement and continuous improvement. Evaluating the success of each event by collecting feedback and analyzing data. If COP28 becomes an online event due to external factors, we will require the EMC to be familiar with and co-create online presence, activities, and follow-up.

Deliverables

Based on the described activities, the key deliverables, resourcing and timeline expected from the EMC are

Deliverable	Fee days	Due date
1 Comprehensive Event Plan: A well-developed event plan outlining approach, objectives, timelines, and content requirements	24	31 Oct 2023
2 Successful Event Execution: Efficiently managing logistics, ensuring smooth event operations, and proactively handling any arising issues during the event	18	15 Dec 2023
3 End of event survey: Planning, conducting and reporting event participant feedback.	4	31 Dec 2023
4 Final report: a short description of activities completed for completion of the assignment	2	31 Dec 2023

Overall, the EMC's key deliverables involve successful planning, execution, and evaluation of events, ensuring they align with SNV mission and contribute to its success.

Evaluation Criteria

We are looking for a seasoned Event Management Consultant with:

- A relevant master or bachelor's degree in sciences, policy or business.
- Experience in coordinating and managing events, public sector or NGO is preferred.
- A solution and results oriented approach.
- Stakeholder management experience.
- An analytical thinker able to produce high quality work products in an easy to-understand manner.
- Exceptional attention to detail and organisational skills.
- The ability to work both independently and in a team-oriented, collaborative and decentralised environment, and operate under tight deadlines.
- Solid knowledge of Microsoft Office.
- Sound, practical [digital] marketing communications experience including social media.
- Excellent written and oral communication skills in English. Previous work experience related to the climate, food, energy and international development sector is an advantage.

Offers will be assessed based on

- Technical experience and suitability for the scope of work
- Interview presentation
- Fee rate

Reporting Line

The candidate will be awarded with a consultancy agreement and will be managed by the Head of Marketing, Communications and Public Affairs. They will act as member of the respective event coordination team e.g. COP28 coordinator Jeremy Doyle, and be guided on priority activities by the other dedicated event coordinators, who will also quality assure deliverables.

The consultant may operate from any location, as it is a remote based assignment. The consultant is not required to be on-site unless specifically requested by the client according to the deliverables and scope of work defined.

Payment Terms and Timeframe

Payment terms

- 1 – 20% in advance, on signature of contract
- 2 – 30% on completion of deliverable 1 – Event plan
- 3 – 50% on completion of deliverable 4 – Final report

Contract duration: from 1 September 2023 until 31 December 2023.

Selection process

Interested consultants should submit their cover letter (max. 1 page) and CV (max. 2 pages) to Judith Schulte, Head of Marketing Communications and Public Affairs (jschulte@snv.org). The deadline for applications is 18 August 2023. Shortlisted candidates may be requested to provide professional references.

Please note the post holder may be required to be in Dubai for part of COP28 and for various meetings in advance of the conference. If this is the case SNV will provide official access badge and meet and travel and accommodation costs. Clarifications on the above information may be sought from same email addresses before 15 August 2023.