

Terms of Reference

Event management service for RECONOMY Hybrid Event

“People, Planet, and Systems”

1. Background of the assignment

HELVETAS Swiss Intercooperation (Helvetas), in partnership with the Swedish International Development Cooperation Agency (Sida), implements RECONOMY—an inclusive and green economic development program operating across the Eastern Partnership and Western Balkan regions.

As RECONOMY approaches the close of its current phase, the program will organize a regional hybrid event titled “People, Planet, and Systems” to reflect on achievements, showcase results, and strengthen partnerships across regions.

The event will take place on **2 October 2026 in Yerevan, Armenia**, with both **in-person (approx. 100 participants)** and **online participation**, bringing together donors, partners, private sector actors, public institutions, and development stakeholders.

To ensure a high-quality, innovative, and seamless experience, **RECONOMY seeks to engage a professional event management service provider.**

2. Objectives and Scope of the Assignment

2.1 Objective

The objective of this assignment is to contract a qualified event management company to provide **end-to-end planning, design, technical, and operational support** for the successful delivery of the RECONOMY hybrid event.

The service provider will ensure a high-quality, innovative, and engaging hybrid experience, aligned with RECONOMY’s branding, sustainability principles, and communication goals.

2.2 Scope of Work

The selected service provider will work in close coordination with the RECONOMY Program Facilitation Unit (PFU) and designated focal points.

a. Event Planning and Coordination

- Develop a detailed event implementation plan, including timelines, logistics, and coordination mechanisms.
- Coordinate closely with RECONOMY team and facilitators on agenda flow and technical needs.
- Support coordination for the main event.

b. Hybrid Event Technical Setup

- Design and deliver a seamless hybrid setup, ensuring full integration of online and on-site participants:
 - High-quality livestreaming (multi-camera setup)
 - Stable high-speed internet capable of handling large data traffic
 - Professional audio system (panel + audience microphones)
 - LED screens/projection systems
- Provide and manage a professional streaming platform.
- Ensure real-time technical support throughout the event.

c. Venue Setup and Logistics

- Implement the full physical event setup, including:
 - Stage design and layout
 - Seating arrangements
 - Registration desk with QR-based digital check-in
 - Branding integration (digital-first, no print)
- Coordinate on-site logistics, including:
 - Signage
 - Speaker preparation and transitions
 - Networking and catering setup

d. Visual Identity and Branding

- Develop a creative visual concept for the event aligned with RECONOMY/Helvetas branding. The design of visual products will be done by the RECONOMY designer.
- Apply visual identity across:
 - LED screens and digital backgrounds
 - Event visuals and motion graphics
- Ensure compliance with Helvetas and Sida visibility requirements.
- Ensure that RECONOMY results and key messages are visually presented across the venue, including through 2–3 rectangular digital screens in the networking space.

e. Technical Support

- Provide technical support for the on-site and online facilitators of Helvetas. The facilitators will come from Helvetas.
- Ensure smooth transitions across agenda segments.

f. Transportation and Mobility Coordination:

- Organize and manage participant transportation logistics, including:
 - Transfers from designated hotels to the event venue, airport
 - Transfers between venues for related activities (field visits 2 days prior to the event and on the day of the event)
 - Booking airfares for the participants (as per the provided list)
- Develop a clear transportation plan and schedule, ensuring:
 - Timely and efficient movement of participants
 - Clear communication of pickup/drop-off points and timings
- Provide on-ground coordination staff to manage transportation flows and assist participants.

3. Deliverables and timeframe

Phase	Deliverable	Timeline
Pre-event	Event concept and technical plan	August 2026
Pre-event	Visual identity & branding materials	Early September 2026
Pre-event	Full technical and logistical setup ready	29 September 2026
During event	Full on-site and hybrid technical support	30 September – 2 October 2026
Post-event	Final summary report	Within 10 days after event closure

The assignment is expected to take place between June/July – October 2026, covering preparation, implementation, and post-event deliverables. This includes online coordination meetings with the KMLC Manager at RECONOMY.

4. Expertise Required

The service provider should demonstrate the following qualifications and experience:

- Proven experience in organizing hybrid international events, including events with both in-person and online participation of similar scale and complexity (especially Swedish/Swiss/Sida/SDC-related events).
- Strong technical expertise in hybrid event production, including livestreaming, multi-camera setups, audio-visual systems, and digital platforms.
- Demonstrated ability to deliver high-quality, innovative, and engaging event, including creative stage design and audience interaction formats.
- Experience in event logistics and coordination, including venue setup, participant management, and transportation arrangements.
- Capacity to manage end-to-end event delivery, from planning to implementation and post-event reporting.
- Availability of a qualified and multidisciplinary team.
- Strong organizational, communication, and problem-solving skills, with the ability to operate under tight timelines.
- Experience working with international organizations, donors, or development programs (experience with Sida, SDC, EU, or similar is an asset).

5. Technical Proposal

Interested service providers are required to submit a technical proposal that includes the following:

a. Company Profile

- Brief overview of the company, including:
 - Legal name, location, and years of operation
 - Core areas of expertise

b. Understanding of the Assignment

- Demonstration of understanding of:
 - RECONOMY's objectives and context
 - The purpose and scope of the hybrid event
 - Key success factors for delivery

c. Proposed Methodology and Approach

- Detailed description of the approach to:
 - Event planning and coordination
 - Hybrid technical setup and delivery
 - Logistics and participant management
- Proposed workplan and timeline covering all phases (pre-event, field visits, during event, post-event).
- Description of risk management and contingency measures.

d. Relevant Experience

- Portfolio of similar assignments, including:
 - Hybrid events of comparable size and complexity
 - Work with international organizations or donor-funded programs
- At least 2–3 examples with brief descriptions and outcomes.

e. Team Composition

- Proposed team structure and roles.
- CVs or short bios of key team members highlighting relevant experience.

f. References

- At least two references from previous clients for similar assignments (hybrid events).

6. Financial Proposal

The applicant shall submit a detailed budget for preparing, designing, and delivering this assignment. The financial proposal should adhere to the structure provided below.

The Part 1 budget should not exceed CHF 20,000.

Part 1: Assignment Delivery Costs (Lump Sum)

No.	Description	Total Fee
		(CHF)
1.a	Event planning and coordination	lumpsum
1.b	Hybrid technical setup and production (AV equipment, livestreaming, platform, technicians)	
1.c	Venue setup and on-site logistics (stage, seating, registration, branding elements)	
1.d	Visual Identity and branding concept, and its application	
1.e	Staff cost	
1.f	Any additional services required for full delivery of the assignment (not listed above)	
TOTAL 1 (tax included)		

Part 2: Booking, Transportation and Mobility Coordination

No.	Description	Fee in %
2	Service fee for coordination of participants' hotel accommodations, travel arrangements, and mobility (air and/or land transportation, where applicable), as well as in-country transportation and mobility (e.g. airport transfers, event-related transfers, field visits) – per person /group / per trip	

Notes:

- Hotel(s) for accommodation and venue have to be secured by the services provider, and the final decision will be taken by RECONOMY management.
- Participants' hotel accommodation and venue bookings will be arranged by the service providers. The service provider will pay the respective hotels in advance. RECONOMY will reimburse the service provider for these costs, including the applicable service fee.
- Air tickets, land transportation, and in-country transportation will be arranged by the service provider. The service provider will pay the respective travel agencies or transport providers in advance. RECONOMY will reimburse the service provider for these costs, including the applicable service fee.
- Any assumptions, limitations, or exclusions must be clearly stated in the proposal.