

## TERMS OF REFERENCE (TOR) FOR INSTITUTIONAL CONTRACTORS

### National Institutional Consultancy for event management

#### 1. Background and context

Through advocacy and communication, UNICEF reinforces its position as a relevant, dynamic partner and a leader in child rights advocacy. It promotes evidence-based policies and interventions to improve the lives of the country's most vulnerable children, solutions to persistent bottlenecks in achieving child rights, and child-friendly social norms to combat stigma and discrimination.

For this purpose, UNICEF adopts strategies to mobilize the support of decision-makers, opinion leaders, partners, stakeholders and the public around action for children.

Appropriate communication tools to support advocacy and communication include a range of print, mass and social media tools, partnership and capacity development, behaviour change communication, web-based materials, interpersonal communication, media events and participation of children and young people.

Organization of various high level and media events, as well as nationwide campaigns, in order to effectively convey appropriate key messages to different audiences is an essential component of UNICEF's external communication.

With a view to supporting external communication, UNICEF publicly invites all interested national consulting agencies to send applications for providing events management services.

A Long-Term Agreement (LTA) will be signed with the selected consulting agency for a period of three years (2025–2028), with the possibility of a two-year extension, for the provision of event management services as required.

#### 2. Purpose and Objective(s)

The purpose of the consultancy is to provide technical assistance for organizing different kinds of events (for different purposes and audiences, including full logistical and technical support such as venue setup, stage design, lighting, sound, coordination with other service providers and coordination during the event) for UNICEF Montenegro as per the needs throughout 2025-2028.

#### 3. Methodology and Technical Approach

The consulting agency will work closely with the UNICEF comms team consisting of the Communication Specialist and Communication Officer.

A detailed work plan with a time frame will be developed and agreed with the UNICEF comms team.

Each task will go through a process consisting of several rounds of consultations with UNICEF for each stage mentioned explained below:

- The consulting agency provides all necessary equipment as needed depending on the type of the event, including sound systems, video display equipment, stage and scenography elements, lighting, and other technical equipment, in line with UNICEF Montenegro instructions

- The consulting agency is responsible for ensuring that all equipment works smoothly and that the event is well-organized
- When needed, the consulting agency will recruit professionals to support and coordinate big events (assist the participants to sign in, find their seats, get all the presentations and other materials to be shown at the event and prepare them in the right format, pretest them and coordinate their showing as per the plan during the event, help with the design and branding of the event in line with UNICEF instructions, follow up on printing materials/preparation of folders/promotional materials and their distribution at the event, upload and shares materials from the event with all participants if needed, etc.)

UNICEF will support the consulting agency with:

- Briefing and detailed explanation of the kind of event is needed and help in defining the best way to organize it
- UNICEF brand book and other relevant communication guidelines as needed

#### 4. Activities, Tasks, Key Deliverables and Timeframe

- Organization of different types of events for UNICEF Montenegro according to the needs throughout the 3-year period (1 October 1, 2025 – October 1, 2028)
- Detailed list of potential activities and tasks is included under Section 8. Evaluation of proposals related to financial part.

Duration: 36 months: October 1, 2025 – October 1, 2028) with possibility for extension for an additional 2-year period subject to satisfactory performance.

#### 5. Management and Organisation

**Management:** The Contractor will be supervised by the UNICEF Communication Specialist.

**Organization:** National Institutional consultancy is required for this consultancy.

**Schedule:** This assignment will commence on October 1, 2025

**Payment schedule:** The payments will be made upon successful completion of every single request defined as deliverables and submission of invoices.

UNICEF recourse in the case of unsatisfactory performance: UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines.

#### 6. Qualifications and Background

- At least 5 years of professional experience in organising different types of events with full technical implementation (setting up stage, scenography, lighting, sound system and other related equipment)
- At least 2 persons with at least five years of experience in organising events related to child/human rights;
- Ability to produce requested material in harmony with UNICEF brand book;
- Creativity, originality, punctuality, high level of organization and efficiency; ability to respond efficiently to UNICEF requests;

- Experience in organising events for similar purposes (e.g. promoting child rights, education, inclusion, youth engagement, or related social issues) or cooperation with UNICEF is considered an advantage

## 7. Content of Proposals

The potential contractors are expected to submit a proposal (Technical and Financial) based on these Terms of Reference.

### Technical proposal should contain:

- Profile and portfolio of the consulting agency including information about previous experience with similar projects and clients – examples of similar work of event organisation related to child rights;
- Structure of the team – qualifications and experience of team members – CVs of team members should be included;
- LRPS Form signed.

### Financial Proposal should contain:

- A) Separate prices related to the tasks described below:

Service description	Price in euros
<p><b>SOUND EQUIPMENT</b></p> <p><b>Main speakers</b></p> <ol style="list-style-type: none"> <li>Active or passive three-way speakers: 2 x 12" woofers, 1 x 10" midrange, 1 x 1.5" tweeter, total amplifier power 3300 W, DSP 96 kHz / 32-bit, coverage 90° x 30°. – price per piece per day</li> <li>Two-way point source speakers: 1 x 15" woofer, 1 x 2" tweeter, digital amplifier 1600 W, DSP 96 kHz / 32-bit, coverage 22.5° x 90°. – price per piece per day</li> <li>Compact line array modules: 2 x 8" woofers, 1 x 3" tweeter, digital amplifier 1000 W, DSP 96 kHz / 32-bit, coverage 90° x 15°. – price per piece per day</li> </ol> <p><b>Stage monitors</b></p> <ol style="list-style-type: none"> <li>High-power two-way stage monitors: 2 x 12" neodymium woofers, 1 x 1.5" tweeter, digital amplifier 1500 W (1000 W + 500 W), built-in DSP, special switch for paired use. – price per piece per day</li> <li>Active high-definition coaxial monitor: 15" neodymium coaxial woofer, 1.5" tweeter, Class D amplifier 1100 W, coverage, DSP 96 kHz / 32-bit. – price per piece per day</li> </ol>	

6. High-power stage monitor: frequency range 55 Hz – 18 kHz, max SPL 1275 W continuous / 2550 W peak, intelligent AC power system with automatic voltage selection, EMI filtering, and surge protection. – price per piece per day

**Mixing consoles**

7. Models with 40 input channels and 32 mic preamps, 25 buses, 7" TFT display, 32x32 USB audio interface, 48 kHz sample rate. – price per piece per day
8. Models with 40 channels and 16 mic preamps, 5" TFT display. – price per piece per day
9. Model with 48 inputs, 27 buses, 96 kHz sampling, HyperMAC and AES50 networking. – price per piece per day
10. Model with 96 channels, 26 faders, 2 x 15" LCD displays, Stealth Digital Processing and FPGA. – price per piece per day
11. Model with 144 stereo channels, 24 motorized faders, 17.1" touchscreen. – price per piece per day

**Microphones**

12. Dynamic vocal microphone (cardioid, 50 Hz – 15 kHz). – price per piece per day
13. Universal dynamic microphone (for instruments and vocals). – price per piece per day
14. Super cardioid dynamic microphone (40 Hz – 18 kHz). – price per piece per day
15. Cardioid dynamic microphone (40 Hz – 16 kHz). – price per piece per day
16. Condenser microphone for instruments (natural sound, high SPL tolerance). – price per piece per day
17. Vocal dynamic microphone (cardioid, SPL  $\geq 140$  dB). – price per piece per day
18. Dynamic microphone for bass drum (30 Hz – 15 kHz). – price per piece per day

**Microphone splitter**

19. Active microphone splitter with 48 inputs and 144 outputs, +48V phantom power, transformer-balanced outputs, redundant power supply. – price per piece per day

**Wireless systems**

20. In-ear monitoring system: 42 MHz frequency range, 1680 UHF frequencies,

	<p>adaptive diversity technology, Ethernet port. – price per piece per day</p> <p>21. Four-channel digital system: up to 184 MHz range, digital diversity reception, Quadiversity, Dante and AES67 outputs. – price per piece per day</p> <p>22. Dual-channel wireless system: switchable RF power (10/50 mW), compact design, up to 47 systems in one band. – price per piece per day</p> <p>23. Four-channel wireless system: infrared sync, UHF diversity, XLR and 1/4" outputs. – price per piece per day</p>	
<p><b>LIGHTING</b></p> <p><b>Moving heads</b></p> <p><b>Special lighting</b></p>	<p>24. 35,000 lumens, 6000K, 1:5 zoom with auto focus, rotating and static gobo wheels, CMY color mixing. – price per piece per day</p> <p>25. 189W moving head: 59,760 lx at 20m, 19 kg weight, narrow high-intensity laser-like beam. – price per piece per day</p> <p>26. LED Beam: 18 x 40W + 1 x 60W, zoom 4°–50°, beam/wash effects, homogenized colors. – price per piece per day</p> <p>27. LED RGBW moving heads: 37 x 10W, wide color spectrum. – price per piece per day</p> <p>28. 575W moving head: two gobo wheels, two color wheels, focus and zoom, RGBW with pixel-mapping control, beam angle 110° and 75°, IP66 aluminum/glass housing. – price per piece per day</p> <p>29. Haze machine with fast warm-up, quiet operation, adjustable fog density. – price per piece per day</p> <p>30. LED PAR 54W RGB with DMX control. – price per piece per day</p> <p>31. SkyPanel S60 LED panels, adjustable color temperature 2800K–10,000K, DMX/RDM control. – price per piece per day</p> <p>32. SkyPanel S30 LED panels, adjustable color temperature 2800K–10,000K, DMX/RDM control. – price per piece per day</p> <p>33. ETC Source Four 25-50 &amp; 15-30: adjustable zoom, sharp beam edges. – price per piece per day</p>	

<p>34. Blinder x4 and x8 with strobe effects. – price per piece per day</p> <p>35. LED Bar: linear wash lighting with DMX control. – price per piece per day</p> <p><b>DMX Equipment</b></p> <p>36. Multicore 4ch-75m: 75 meters in length. – price per piece per day</p> <p>37. DMX Splitter: galvanically isolated outputs. – price per piece per day</p> <p>38. DMX Luminex Node 12ch: 12 universes, Art-Net and sACN support. – price per piece per day</p> <p><b>Lighting consoles</b></p> <p>39. Minimum 15.4” touchscreen, 10 motorized faders, DMX, Art-Net, sACN control. – price per piece per day</p>	
<p><b>VIDEO EQUIPMENT</b></p> <p><b>LED Screen P5 Outdoor:</b></p> <p>40. 5 mm pixel pitch, 96x96 pixels, high brightness, IP65 rated. – price per piece per day</p> <p><b>LED Screen P2 Indoor:</b></p> <p>41. 2 mm pixel pitch, 200x200 pixels, wide viewing angle. – price per piece per day</p> <p>42. At least 4K Processor: supports 4K UHD, inputs HDMI, DVI, SDI, controlled via Ethernet and USB. – price per piece per day</p> <p><b>Plasma Screens:</b></p> <p>43. Plasma screen diagonals 65” – price per piece per day</p> <p><b>Stands for Plasma Screens:</b></p> <p>44. Stand for plasma screen diagonals 65” – price per piece per day</p>	
<p><b>STAGE AND ACCESSORIES</b></p> <p><b>Stage</b></p> <p>45. Modular aluminum construction with anti-slip plywood surface, module sizes 2x1 m and 1x1 m, load capacity 700–750 kg per panel, adjustable height from 0.2 m to 1.2 m. – price per square meter per day</p> <p><b>Stairs</b></p> <p>46. Aluminum frame, anti-slip surface, optional side railings. – price per piece per day</p> <p><b>Crowd Control Barriers (Police Barriers)</b></p>	

<p>47. Made of steel/aluminum, 1.2 m height, anti-slip foot platform, foldable rear shelf. – price per piece per day</p> <p><b>Podiums (Lecterns)</b></p> <p>48. Made of aluminum + plexiglass or wood, height 110–120 cm, XLR microphone connector, space for logo placement. – price per piece per day</p> <p><b>Truss System</b></p> <p>49. 40 main truss (40x40 cm), aluminum EN-AW 6082 T6, CCS6 connectors. – price per piece per day</p> <p>50. Tower 30 (30x30 cm), height up to 7 m+, load capacity up to 1000 kg per column. – price per piece per day</p> <p>51. Box Corners: 2-way to 6-way, welded aluminum, compatible with 40. – price per piece per day</p> <p>52. Sleeve Block: sliding element for lifting the truss. – price per piece per day</p> <p><b>Chain Motors</b></p> <p>53. Load capacity: 500 kg and 1000 kg, lifting height 12–24 m, speed 4–8 m/min, power supply 400V or 230V, D8/D8+ standards, black chain 7/8 mm, CE and BGV-C1 certified. – price per piece per day</p> <p><b>Black molton or flame-retardant polyester fabric</b></p> <p>54. Black molton or flame-retardant polyester fabric for aesthetic covering of structures. – price per piece per day</p> <p><b>Ramp</b></p> <p>55. Ramp for persons with disabilities – price per piece per day</p> <p><b>Wood construction for banners</b></p> <p>56. Wood construction for banners – price per square meter per day</p> <p><b>Carpet</b></p> <p>57. Carpet – price per square meter per day</p>	
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B) Estimated travel costs for both international and in country travel. Daily subsistence allowance (DSA) will, where applicable, be paid up to a maximum of the official UN rate. (Reimbursement of travel costs/accommodation expenses will be based on actual expenses).

**THE PROPOSALS WILL BE EVALUATED AGAINST THE FOLLOWING CRITERIA:**

**A) Technical evaluation - Maximum points: 70**

<b>1</b>	<b>Relevant experience in similar type of work</b>	<b>28</b>
<b>1.1</b>	Number of customers, scope of work	14
<b>1.2</b>	Samples of previous work	14
<b>2</b>	<b>Organisational and technical capacity of the applicant</b>	<b>35</b>
<b>2.1</b>	Key personnel: Relevant experience and qualifications of the proposed team for the video production assignments	15
<b>2.2</b>	Client references	7
<b>2.3</b>	Technical setup and production crew proposed for the event: Quality, adequacy, and reliability of the proposed equipment in relation to different types and scales of events, including varying levels of complexity and production requirements.	13
<b>3</b>	<b>Company policies</b>	<b>7</b>
<b>3.1</b>	Company policy on Child labor, Safeguarding and Prevention of Sexual Exploitation and Abuse (articulate policies for the protection & safeguarding of children and prevention of PSEA)	3
<b>3.2</b>	Gender component: At least 1 female in the management structure or ownership of the company	2
<b>3.3</b>	Workplace policies on disabilities	2
	<b>Total</b>	<b>70</b>

**B) Financial proposal (Budget) – Maximum points: 30**

- Technical proposal evaluation. Proposals passing the minimum technical pass score (49 points-70% of the maximum points obtainable for technical proposal) will continue into the Financial proposal evaluation;
- Financial proposal evaluation. The lowest price proposal will be awarded the full score assigned to the commercial proposal;
- Recommendation. The recommendation for award of contract will be based on best combination of technical and financial score;
- Final award and contracts. Based on verified nominations and final scores, contract negotiations could be initiated with one or more successful Proposers.

**The UNICEF evaluation team will select the Proposal which is of high quality, clear and meets the stated requirements and offers the best combination of technical and financial score.**