



CALL FOR PROPOSALS: TERMS OF REFERENCE/SCOPE OF WORK FOR THE EVENT COORDINATOR – 9TH ANNUAL KENYA DIASPORA HOMECOMING CONVENTION (KDHC-2022)

Background

The Kenya Diaspora Alliance (KDA) through the Diaspora Investment Club Limited (DICL) and in coordination and collaboration with the public and private sectors is organizing the 3-day 9th Annual Diaspora Homecoming Convention in Nairobi on 7- 9 December, 2022. The Convention aims to bring together approximately about 500 eminent Diaspora who will be visiting homeland during the December festive season. In addition, over 10,000 are expected to follow online through live-stream and web-cast facilities. KDA and DICL have constituted two Planning Committees to work with the Events Coordinator (EC), namely the Global Planning Committee (GPC) and the Local Organizing Committee (LOC). In addition, two sub committees will assist the GPC and LOC, i.e. the Technical and Logistics, and the Finance and Budget Sub-Committees.

TORs for the Events Coordinator

The EC, in collaboration with the GPC and LOC, is responsible for the overall designing, planning, resourcing and management of the Kenya Diaspora Homecoming Convention (KDHC) whose theme in this year is ***“Inclusive Growth, Leveraging Diaspora Resources”***. In consultation with the LOC Co-Chairpersons, the EC will plan and schedule weekly activities in the lead-up to the Convention, and shall:

1. Identify, engage and market the Convention to identified potential partners, and mobilize sufficient resources – financial and human – for successful hosting and promotion of the Convention.	
2. Identify key Diaspora and Stakeholder constituencies, create awareness and promote the Convention with a view to attaining the targeted quality, number and diversity of participants, resource persons and exhibitors.	
3. Develop and/or refine Convention planning’s comprehensive ‘Check-list’ and any necessary ‘Action Plans’ to ensure utmost professional and highest-level success of this premier event.	
4. Schedule and facilitate effective consultations and meetings with identified Key Partners for the Convention (estimated 30 in number).	
5. In collaboration with the Finance & Budget Sub-Committee, evolve a “Partners & Exhibitors” package. Reach out within sixty (60) days of	

contracting to a reasonable number of Partners/Sponsors for commitment or pledge to support the Convention.	
6. Liaise with the Technical Sub-Committee to refine and update the Convention Concept Document within seven (7) days of contract signing. The same and subsequent related materials to be posted on the dedicated Convention website.	
7. Develop or update KDHC's brand plan for the 2022 and subsequent annual Diaspora homecoming events.	
8. Work with GPC and LOC to guide: • Location and Venue choice & reservation for the Convention; • Facility use plan to align with Convention plan; • Registration process; • Special event (e.g. Cocktail, Gala Dinner, any Incursions) planning and coordination; and • Event logistics, security and protocol management, including COVID-19 and diplomatic protocols.	
9. Once the Event's program plan is approved, drive internal and external program development to include: • Speaker acquisition and confirmation • Speaker support and guidance serving as a resource in developing presentations assuring adherence to goals and standards set for the program • Delegate identification, reservation, confirmation, registration, assistance with visa (if required), accommodation, local transport and any other logistical and advisory requirements in line with the Convention goals and expectations.	
10. When necessary, liaise with the Finance and Budget Sub-Committee to assemble, obtain approval for and manage the budget, and make financial reporting and regular briefing to LOC and the GPC through the respective Co-Chairpersons.	
11. Assemble and lead internal planning team with clear identification of roles, responsibilities and accountability:- • Serve as the primary point person to leverage the use and benefit of an internal planning team (in collaboration with the LOC/GPC Co-Chairpersons, plan meetings/agendas, communication, assignments, accountability management, follow-ups, minute taking, etc) • Drive and monitor Chief Guest/s, Keynote Speaker/s and Guest Speakers acquisition and confirmation for VVIP, VIP and other targeted speakers and invited guests	

12. Work with the Technical Sub Committee to establish criteria for the 'Call for Presentations/Papers' (as the case may be).	
13. Develop and drive a Communication Plan for internal and external Speakers and resource persons to assure development of presentations that are in adherence to the goals and standards set for the program while meeting the deadlines established by marketing for the promotion of content and production of print materials.	
14. Reach out to, liaise with and serve as primary contact point for targeted participants, both at home and abroad, prior to, during and post-event.	
15. Capture all major proceedings and produce a Draft and Final Reports, including Convention Proceedings and Prospectus/Catalog.	
16. Undertake any other appropriate roles towards achievement of the Convention goals as may be assigned by the GPC.	

Skills & Requirements

To perform this assignment successfully, the Conference & Events Organizer (an individual or corporate), each and every essential duty has to be satisfactorily executed. The requirements listed below are representative of the knowledge, skill, experience, and/or ability required.

1. At least 5 years in leading high-level conference planning and event management;
2. Experience working with senior executives and Diaspora;
3. Strong planning, fundraising and project management skills and experience;
4. Proven ability to lead teams comprising a variety of members with demonstrated ability to lead by influence and work under pressure;
5. Excellent organizational skills with the ability to plan and meet deadlines through and with teams of people and individuals from diverse, cross-cultural backgrounds;
6. Experience in building and managing against modest budgets;
7. Excellent communication skills with the ability to write clearly, concisely and with strong verbal communication and presentation skills;
8. Strong inter-personal and team management skills;
9. Ability to work effectively and efficiently under tight production timeframe, juggling multiple projects simultaneously;
10. Ability to self-manage, multi-task and problem solve well; and
11. Strong customer service orientation.

Language Skills

- Ability to read and comprehend elaborate instructions, event requests, correspondence, and memos written in English
- Ability to write simple professional correspondence, through email, social media and other such modern communication platforms.
- Ability to effectively present information in one-on-one and small group situations to customers, and clients.
- Ability to lead small meetings and trainings with staff and other team members and cover basic health, safety, insurance, security, culinary and service concerns.

Assignment Location

Nairobi, Kenya

How to Apply

Please send a detailed proposal (showing separately the technical and financial proposals) to the undersigned as soon as possible but in any case not later than **Thursday, 30th June, 2022, 5.00pm (Kenya time)** to: -

Ms Knight Nyaribo

KDA Helpdesk Head

Email: info@kdhc.co.ke with a copy to knightkim@gmail.com