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**PRASAR BHARTI
(India's Public Service Broadcaster)
Directorate general of Doordarshan
Doordarshan Bhawan, Copernicus Marg
New Delhi -110001**

File No. [E 200996] 19(2)2023-24EI(P)TVDraftspecifications

Dated : 08/07/2024

Subject: Regd. engagement of an agency for DD News Summit and Conclaves.

The proposal to engage an agency through upcoming tender for "engagement of an agency for DD News Summit and Conclaves" is enclosed here with to offer comments/Industry Feedback, if any, by prospective bidders/firms along with the proposed BOQ. Please submit budgetary quote of proposed work on or before due date at e-mail ID **ddpurchase401@yahoo.co.in** or on following Address:

Assistant Engineer
Room No. 403, Tower A
Directorate General: Doordarshan,
Copernicus Marg,
New Delhi -110001 (India)
Telephone: 011- 2311 4401

Proposal for: Regd. engagement of an agency for DD News Summit and Conclaves.

Due Date to offer budgetary quote/comments: 22.07.2024 at 17:00 hrs.

Encl.: As above (10 Pages)



Procurement Section
Directorate General: Doordarshan
E-mail ID : **ddpurchase401@yahoo.co.in**

To
---- Prospective bidders ----

DD News is planning to organize one Summit in New Delhi at a large scale, followed by 4 conclaves in other metropolitan cities. In order to enhance the organizational efficiency and effectiveness of the proposed one mega Summit and 4 other conclaves, it is proposed to engage an agency through a tender process. The selected agency will bring specialized expertise in event management and branding of the event. The agency may work closely with DD's team and the Sales and Marketing wings of Prasar Bharati to plan and execute these conclaves. The agency will be engaged for one year for organizing one mega Summit in New Delhi, followed by 4 conclaves in other metropolitan cities.

Further, there is a focus on organizing cost-neutral events, where the expenses incurred may be balanced through strategic sponsorships. This approach will not only ensure financial sustainability but will also enhance the potential for wider outreach and impact. The agency may be responsible for both organizing the event and getting sponsorships for the events.

Scope of Work

1. Project Planning, Risk Assessment and Management

1.1. Conceptualize entire event in conjunction with DD News including but not limited to

- a) Event name, theme and ideology
- b) Event branding – logo pneumatic, graphic language etc as needed for the event from time to time

1.2. Curate theme-based content viz. speakers, session formats, audio visual content etc. as needed. Connect and block speakers from both India and Abroad after approval of names by DD News. Work with DD News to identify speakers from GOI and other states.

1.3. Work with the sales team and the DD News programming team to

identify sponsor deliverable opportunities

1.4. Define specific deliverables and timelines for the EVENT

1.5. Design all event related graphics, sets and any other elements which may be needed

1.6. Ensure all branding requirements as laid out by DD News are complied with and executed.

1.7. Work with the DD News technical team to ensure adequate lighting and sound requirements at the venue. Ensure power backup. Hiring of technical equipments as per requirements of event and venue.

1.8. Ensure setup and rehearsals take place on time with enough time for technical checks by the DD News team.

1.9. Ensure smooth event running.

1.10. EVENT planning, implementation and post event review for learning purpose.

1.11. Maintain regular interaction and provide progress reports to the EVENT organizers and hosts.

1.12. Stay updated on the latest agendas for the EVENT for content evolution to capitalize on opportunities and follow-ups

1.13. Ensure continuous progress in the EVENT planning and sub-contract relevant supplier duties as necessary for deliverable implementation.

1.14. Preparation of Guest list and seating plan in consultation with DD News.

1.15. Designing, printing and distribution of E-invites/invitation cards for the event and RSVP.

1.16. Designing and provision of mementos and media kits for the event.

1.17. Setting up a Helpdesk for communication purpose with Guests/Participants. An Email ID and Phone Number should be designated for this purpose.

2. Event and Venue Design and Operations.

2.1 Design the layout of high-level summit

2.2 Conceptualize and implement high-impact, inclusive inauguration ceremonies for the EVENT on the basis of theme.

2.3 Align EVENT branding and design with DD News. Branding and image based on DD News.

2.4 Provide floral decorations for the EVENT including arrangements and installations at the venue and bouquets for VVIPs according to the protocol of the GOI.

3. Summit Branding

3.1 Ensure that the EVENT banners at airports, venue, and other locations, as well as other branding and publicity materials. Media publicity plan will be prepared in consultation with DD News. Design options of various sizes should be provided for approval, and approved hoardings should be put up at the venue.

3.2 Rapporteurs for all the sessions of the event and submission of a well documented report post event.



4 Protocols

4.1. Ensure protocol of high-level guests, including Ministers. For smooth transfers and transit of delegates, the EMC should coordinate and collaborate as necessary within applicable timelines with existing counterparts of GOI.

5 Transportation of Participants (Airport to Designated Venues Including Hotels and Meeting Venue)

5.1. Ensure pick-up and drop-off for out station guests/speakers based on their flight timings from the airport to the designated hotels or venue, and from hotel or venue to the airport.

6 Other Venue Requirements, eg Health, Safety, Physical security and Cultural Programme

6.1. Ensure the provision of vehicles, including car labels/parking stickers for access control at the airport, hotels, and conference venue, as needed.

6.2. Manage on-site and off-site power backup and lighting during the event, with generator support in the event of power failure.

6.3. Coordinate with the GOI/DD News to avail support for physical security as per government and WHO protocols.

6.4. Coordinate all necessary statutory approvals from the relevant authorities (eg. Police Department, arrange traffic arrangements, and liaise with the municipal corporation) as per security protocols.

6.5. Arrange facilities such as green rooms and Hi-Tea rooms for VIPs, delegates, and other participants.

6.6. Organize welcome dinners, cultural events in coordination with relevant authorities and DD News.

7. Booking of Venue for main event and side events

7.1 The agency will ensure booking of appropriate venue for the event for required days, in consultation with DD News.

7.2 Venue should be of appropriate standard as suitable for the event.

7.3 The agency will ensure booking of accompanying appropriate rooms in addition to the main venue like green room, VIP room, food hall, etc

7.4. Coordinate with the hotel with regards to the F&B requirements of the event.

7.5. Ensure F&B service to highest standards

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8. Accommodation and Hospitality

8.1 The agency will book accommodation for guests/participants as per requirement for the event, in consultation with DD News.

8.2 The accommodation should be booked in a 4-star/5-star hotel.

9. Appropriate Participant Welcome Arrangements for Various Categories of Guests at Designated Venues (including Hotels, Meeting Venue, Side Events etc)

9.1. Set up registration desks, Arrange facilitation desks for welcoming delegates.

9.2. Manage the overall indoor and outdoor ambience, including EVENT branding, welcome gates, guests, and walkways.

9.3. Coordinate and distribute EVENT gift bags for delegates. Some gifts will be provided by DD News(including notepads, diaries, pens), while others will need to be procured as agreed.

9.4. Design and provide badges/pins for delegates, organizers/host personnel, EMC staff, and other support staff with unique color coding/identifiers.

9.5. Provide on-site staffing on the day of the event to support directing participants, security, managing hi-tea rooms, etc., and ensure backup for the organizing teams of the EVENT as needed.

10. Conferencing and Meeting Venue Requirements

10.1. Provide options for web streaming for the EVENT, without active participation.

10.2. Provision of simultaneous interpretation, including interpreters' booths, interpretation system, high-quality headsets/earphones and interpreters for UN languages (English, Spanish, French, Russian, Arabic, Chinese) and English-Hindi-English, considering options for international sign language. Translation should be provided through the web stream as well.

10.3. Manage audio-visual preparation and management of meeting venues and breakout rooms, including AV systems, LED panels, video conferencing systems, and onsite staff for hybrid mode/meetings.

10.4. Arrange for photography and videography throughout the Summit days, providing digital copies for online access.

10.5. Provide for the recording of the Summit.

10.6. Ensure sufficient Wi-Fi internet speed at Summit venues for conference proceedings.

10.7. Coordinate screen design for web streaming and recording.

10.8. Ensure timely transfer of conferencing equipment and furniture to the venue to mitigate last-minute logistics and transportation challenges.

10.9. Capture all slides projected for web streaming and recording.

10.10. Collect presentations from scheduled presenters in advance, organize them appropriately, and ensure smooth playback during meeting sessions.

11. Sales

11.1 Identify potential clients and organizations. Identify key individuals within these organizations.

11.2. Build and grow relationships with potential clients and organizations.

11.3. Strategize on sales plan and build comprehensive strategy.

11.4. Create segments/sponsorship formats inline with revenue projections

and event requirements.

11.5. Build knowledge of market and similar events to be able to deliver to clients.

11.6. Create client focused and customized opportunities in each project.

11.7. Suggest modifications in event format should need arise.

11.8. Present concept and event plan to client with a view to maximize revenue.

11.9. Ensure proper paperwork with regards to agreements with clients.

11.10. Follow up with clients for Purchase orders and Release orders.

11.11. Timely follow up with clients for payments and account closure.

Personnel/Staff Requirements of the Event Management Organization

1. Provide well-trained and experienced personnel fluent in English (knowledge of local languages desirable), with experience in guiding and managing events similar to those with WHO or other UN agencies and government involvement.
2. Arrange for personnel to assist delegates and guests around the Summit Venue, preferably sourced from hospitality/management universities or colleges. Preference should be given to students proficient in UN languages.
3. Deploy onsite staff to support arrangements in conference venues,

hotels, transport management, and facilitation desks at airports.

1. Ensure staffing of helpdesks for event-related queries and assign personnel to sit with organizers for real-time monitoring and problem-solving.

Geographic Requirements and Experience of Applying EMCs: must meet the following criteria:

Essential:

1. The EMC can be an international company but must have a presence in India, preferably a major office in India.
2. Demonstrate successful experience in organizing national and international events in collaboration with GOI/RGAs, line ministries, and relevant authorities.
3. Experience in organizing events for the World Health Organization and/or other United Nations agencies.
4. Exhibit successful experience in handling protocols, including those involving high-level national and international dignitaries.

Desirable:

- e. Experience in organizing events (viz Global Summit, large meetings) in other countries.