



USAID | INDONESIA

FROM THE AMERICAN PEOPLE

RFP Number: Indonesia-EXO- 14-013
Issue Date: April 7, 2014
Closing Date: Not later than COB 04/21/2014:
At noon, Jakarta Time

Subject: Request for Proposals No. Indonesia-EXO-14-013; Event Organizer to provide event planning, coordination and overall management of logistics and media relations support for USAID/Indonesia's CDCS (Country Development Cooperation Strategy) Roadshow during the period of May through December 2014 in Jakarta and other cities within Indonesia.

Dear Prospective Bidders,

The United States Government, represented by the U.S. Agency for International Development Mission to Indonesia (USAID/Indonesia) is seeking proposals from qualified organizations/companies interested in providing a team to organize events for USAID/Indonesia's CDCS Roadshow as fully described in the attached Statement of Work.

The award (Purchase Order) will be under open and competitive simplified acquisition procedure, under which any type of organization, large or small, commercial and non-profit organizations, local companies/organizations are eligible to compete. The prime contract award will be limited to organizations/companies whose office is located in Jakarta, Indonesia only. The procedures set forth in Federal Acquisition Regulation Part 13 shall apply.

The selected vendor will be responsible to manage the event including preparation of logistics, venue and meeting packages arrangement, participant's travel arrangements, media relations support, travel reimbursement administration for outside city participants/journalists, collecting all press clips related to the USAID roadshow and set up press interviews for U.S. Embassy Officer with targeted journalists in 6(six) cities/location of event (Jakarta, Surabaya, Medan, Jayapura, Pontianak, and Ternate), reproducing materials, event implementation and logistic support before and during the events.

The Companies/Organizations wishing to participate in this procurement are required to submit proposals which consist of 2 major parts: Volume 1: Technical proposal; should include of the company profiles, experiences and clients list including the achievement outcomes for clients, methodology of summary reporting and Follow-up session; Volume 2 as the Cost proposal in breakdown descriptions, including the payment conditions they may have. Costs for service, supplies, communications, and logistics will be under fixed costs. Travel costs should be listed under reimbursable costs.

The detailed cost proposal for the proposed budget should show fixed costs and associated costs separately. The details should include costs for in-country travels for the above destination; reports; transportation; communications; supplies; and other associated costs needed during the period of

service. The Contractor must propose costs that they believe are realistic and reasonable for the work. This procurement action will use a fixed price contract type, with limited reimbursable costs. All reimbursable costs over USD 50 will require original receipts with the requests for reimbursements.

Respondents to this solicitation should include the following information in their proposals:

1. General description of firm and proposed sub-contractor(if any), including area of expertise, credential of team members and offer staff that will play roles in leading the event and major relevant experience(including list of clients and contact numbers)
2. Illustrative agenda/work plan that included required components for leading the event with successfully and demonstrates an understanding of USAID’s desire outcomes for the training event organizing with specific ideas and examples. This illustrative agenda will be refined and finalized in consultation with USAID, and the Outreach team prior to the event date.
3. List of Team members names including CVs and job roles description during the roadshow preparation, venue, travel arrangement, local contact in each required location, media relation, reporting and post roadshow event, the Lead team of this organizer requires English speaking and writing fluently.
4. The main complete proposal should not to exceed 10 pages of legal size papers and should be included with the detailed of cost proposal.

Proposals must be submitted **no later than 12:00 noon, Jakarta time, April 21, 2014** by electronic mail to ndivecha@usaid.gov with a copy to: mmulyati@usaid.gov or by courier service (hard-copies) to the following address:

USAID/Indonesia- Executive Office
For the attention: EXO/A&A
U.S. Embassy Annex
Jl. Budi Kemuliaan I/no.1
Sarana Jaya Building , 16th floor
Jakarta 10110, Indonesia

All proposals will be evaluated based on the following selection criteria as described in the attached Scope of Work.

Selection Criteria of applicants:

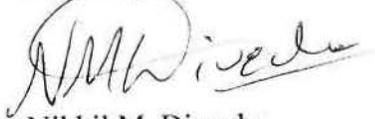
a. Technical approach	30 points
b. Managerial approach	20 points
c. Key Personnel expertise	15 points
d. Past Performance	15 points
e. Cost/Price	20 points

TOTAL 100 points

USAID/Indonesia anticipates one award under this solicitation. Please note that the U.S. Government may award this contract without discussion and as such initial applications should represent the best possible and most competitive terms available. The U.S. Government reserves the right to issue one award or none as a result of this RFP. A Purchase Order will be awarded for this procurement subject to the availability of funds.

Thank you for your interest in USAID/Indonesia.

Sincerely,

A handwritten signature in black ink, appearing to read "Nikhil M. Divecha", written over a circular stamp or mark.

Nikhil M. Divecha
Executive Officer
USAID/Indonesia

Attachment:

1. SOW
2. Selection criteria description
3. EBD form (AID-1420-17)

STATEMENT OF WORK
“Roadshow for USAID Country Development Cooperation Strategy”

I. BACKGROUND

USAID/Indonesia has a new 5-year Country Development Cooperation Strategy (CDCS) for 2014 to 2018 which was launched in November 2013. This strategy summarizes country-specific foreign assistance goals, and reflects the U.S. Government’s (USG) commitment to partnership with the Government of Indonesia (GOI) and other development partners, both public and private.

This new strategy was based on facilitated consultations with the GOI, as well as other important stakeholders: other development partners, NGOs, civil society, academia, and private sector partners. These consultations were an opportunity for GOI, private and public sector partners outside of Jakarta to share their views and experience to contribute to the new strategy.

In 2014, USAID will conduct a Roadshow to report back to stakeholders and engage new audiences in our new 5-year CDCS and investment plan. The Roadshow will consist of a series of events, including a large meeting with key stakeholders and potential partners, press events, and one-on-one press interviews with targeted media.

II. OBJECTIVES

- Go back to stakeholders and partners that were consulted a year ago, and introduce them to the new strategy, demonstrate how their voices are reflected in the strategy, and invite them to partner with us over the next 5 years.
- Solicit new partners in areas where USAID currently has limited relationships.
- Launch USAID’s specific plans of action for our 8 Project Appraisal Document (PAD) areas, including building an audience of stakeholders for upcoming solicitations related to the PADs.
- Introduce the new strategy to media to raise the profile of USAID in Indonesia.

III. SCOPE OF WORK

The Contractor shall provide event management and coordination, logistical, and media relations support services for the CDCS Roadshow.

The Roadshow will consist of seven Jakarta-based events as described below:

1. GOI Panel Discussion and Lunch

USAID and GOI will host an event with a panel of speakers from USAID, BAPPENAS, Ministry of Finance, MENKO KESRA and line ministries. This event will socialize the main objectives of the strategy to key GOI partners from

across DOs and technical offices. It will reinforce existing partnerships and build new ones.

Participants/Invitees: High level GOI officials, media

2. Private Sector Event

This consultation will engage existing and potential private sector partners. One event format could be ‘speed dating. On one side of a very long table will be USAID staff that represents a DO. On the other side of the table are the representatives from the private sector. The event participants will talk for one minute to explore partnership opportunities. At the end of the minute, then they move to the next person to have a new discussion. The hope is that by the end of the meeting, there will be matches between private sector organizations and DOs and we can work together. The next step for the potential partnerships will be a follow-up meeting. After the ‘speed dating,’ the vendor will provide food and refreshments. We will identify private sector partners by reaching out to embassy contacts and the USAID Partnership Council.

Participants/Invitees: KADIN, AmCham, existing partners, potential new partners, media

3. Science and Technology Event

An interactive event will bring together a wide range of science and innovation partners, both existing and potential partners. One possible format can be a presentation by USAID following by a science fair where existing partners have booth and showcase their work. The event can encourage the science and research community to partner with us. The event can also highlight and raise the visibility of the role science and technology plays in development.

Participants/Invitees: GOI, Major development partners, Private Sector, NGO partners, AIPI, Ristek, PEER recipients, scientists, researchers, university students, private sector health/tech partners, media

4. Major Development Partners Meeting

This meeting will inform other major development partners about USAID’s new directions, and will be a chance to officially engage partners. It will also be an opportunity to engage with existing development partners in USAID’s new geographic and programmatic areas of work. Lunch will be provided after the meeting.

Participants/Invitees: UN agencies, embassies, other national development agencies, World Bank.

5. Gender Meeting

Gender is a new target area for USAID and cross cutting throughout the CDCS. Through an event featuring a panel of speakers on gender issues in Indonesia, we will demonstrate our commitment to working on gender issues, and show our presence in a new and under-developed area of work for USAID. Organizations in this sector are potential partners, contractors, and technical experts who we can start building relationships with.

Participants/Invitees: Women's advocacy groups; potential partners in gender

6. Implementing Partner Meeting

USAID will update implementing partners on the new strategy and how it will affect their programs. This event may be held at the American Club and food and refreshments will be provided.

Participants/Invitees: USAID Implementing Partners

7. Civil Society Organization, Academia and NGO Meeting

USAID will host a meeting on its new strategy and how it will affect future programming. This event may be held at the American Club and food and refreshments will be provided.

Participants/Invitees: Civil Society Organizations, Academia, and NGOs.

The Roadshow will also include local events in five cities: Surabaya, Medan, Jayapura, Pontianak, and Ternate. In each of these cities, USAID will host a meeting with stakeholders to update them on the new strategy. USAID will also invite key stakeholders and journalists to attend a USAID project site in order to illustrate USAID impact in the field and see the project in action.

Vendor Major Duties and Responsibilities

1. Development of Overall Approach and Work Plan
2. Event Design and Planning

The vendor must assist with planning, coordinating, and managing press for Roadshow events. This includes but is not limited, to the following activities:

- Inviting and following up with journalists from all major national media (print, TV, radio, web) to cover the events.
- Pitching news stories to journalists and successfully securing news coverage.
- The vendor will manage press at the event including check-in, moderating a question and answer session, and logistics needs.
- Follow-up Travel costs for 3 Jakarta-based national media representatives to participate in each Regional Roadshow event. Including but not limited to flight tickets, airport pickups, hotel bookings, per diem, etc.
- As part of the Roadshow events outside of Jakarta, the vendor will coordinate travel for up to 10 journalists, both the Jakarta-based national media representatives and local media, to visit ongoing USAID-supported activities.
- Collecting all press clips related to the USAID Roadshow and providing to USAID no later than two weeks after the event.
- Setting up one-on-one press interviews for a U.S. Embassy spokesperson with at least three targeted journalists in each of the following cities: Jakarta, Surabaya, Medan, Jayapura, Pontianak, and Ternate.
- Reproducing a press kit that includes materials such as a press release, fact sheets, success stories, agenda, project descriptions, copies of CDCS, etc.

3. Event Implementation and Logistics Support

As part of these roadshow events, the contractor shall manage all logistics for each event, including:

- Help select rooms with a capacity for a maximum of 120 participants. The room must have chairs for all participants (arrangement to be determined according to the specific event and audience) and a projector and screen to one side for the presentation;
- Arranging food and beverage for participants with approval from USAID (extent of the menu will depend on the length of the events);
- Assistance in sending out invitations to convene participants on behalf of USAID, tracking RSVPs, and doing follow-up calls with potential participants. Attendees will include officials from local government and service agencies, media, USAID current and potential implementing partners, and USAID staff. USAID will provide guest list at least one week in advance;
- Supporting other needs of participants and USAID facilitators, including but not limited to a stage, microphones (4), appropriately branded backdrop, and an MC (subject to USAID approval), one (1) laptop computer with internet access and USB ports four (4) flipcharts with paper, tape, ten (10) markers, and name tags for all participants.
- Regional roadshow events may include participation from up to three invited guests. USAID will cover their travel expenses but will not pay any speaking fees.
- Arranging travel reimbursements and other necessary logistics for local government participants.
- Transporting outreach promotional materials from USAID office to venues in Jakarta, and from one site visit to the other.

To complete these deliverables USAID estimates that one logistics team will be needed for three (3) days of LOE for each Roadshow event, with an option of three (3) additional days for each additional workshop if USAID exercises this option. USAID also estimates that a logistics coordinator will be needed for two days of LOE for each Roadshow event, as well as a local contact in each location for two days.

III. DELIVERABLES & TIMELINE

Tentative Schedule

The Roadshow events may follow the guidelines below.

May	June	July <small>(NOTE: Ramadan is June 28-July 28)</small>	August	September	October
Implementing Partner Event in Jakarta, 1 st week	S&T Event in Jakarta, 1 st week	Jayapura Events, 1 st week	Gender Event in Jakarta, 3 rd week	Medan Events, 1 st week	Ternate Events, 1 th week
GOI Event in Jakarta, 2 nd week	Potential Partners Meeting in Jakarta, 3 rd	Major Development Partners Event in Jakarta, 3 rd week (May be a Buka Puasa)	Surabaya Events, 3 rd week	Pontianak Events, 3 rd week	

Private Sector Event in Jakarta, 4 week					
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Actual schedule is subject to change. USAID will inform contractor of any change of time in the schedule.

IV. TECHNICAL POINT OF CONTACT

Activity manager: Development Outreach Information Specialist
COR: Senior Development Outreach Communications Officer, Janice Laurente

V. PERFORMANCE PERIOD

The effective date of this contract is the date the Purchase Order (PO) is signed. The Roadshow events will be conducted during a period covering May 1, 2014 to December 31, 2014. USAID will provide a schedule of events to the vendor, and any changes to the schedule must be pre-agreed and approved by the USAID Program Office. USAID reserves the right to change the number of Roadshow events and their locations up to two weeks prior to the scheduled Roadshow events.

VI. WORKSHOP LOCATIONS

The meeting venue in each city will be selected by the contractor and approved by USAID.

VII. PAYMENT TERMS

The contract will be paid through a combination of Fixed Fee and Cost Reimbursement. The Fixed Fee are those costs not determined by variables such as the number of participants at a certain event, e.g. labor cost, communications-supplies, travel and per diem costs (for contract staff, not for event participants). Cost Reimbursement costs are those that are dependent on the number of participants attending each part of the events, e.g. meeting package, car rental, travel and per diem costs (for event participants, not contract staff). Offerors must differentiate in their budget proposal which costs can be fixed and can be paid on a Fixed Fee basis, and which are variable and must be paid on a Cost Reimbursement basis.

The payment terms for Fixed Fee and Cost Reimbursement are defined as follows:

- a. Fixed fee portion:

Fixed fee is payable in eight installments based on deliverable acceptance as follows:

Deliverables	% Payment	Timeline
Signed PO and overall approach and workplan	10%	2 weeks after PO is signed
Approved o for all Jakarta-based events, confirmation of booked venues, and confirmed participants list	30%	Completion of all Jakarta-based events
Approved logistics plan for all Jayapura events, confirmation of booked venues, and confirmed participants list	10%	Completion of Jayapura events
Approved logistics plan for all Surabaya events, confirmation of booked venues, and confirmed participants list	10%	Completion of Surabaya Events
Approved logistics plan for all Medan events, confirmation of booked venues, and confirmed participants list	10%	Completion of Medan Events
Approved logistics plan for all Pontianak events, confirmation of booked venues, and confirmed participants list	10%	Completion of Pontianak Events
Approved logistics plan for all Ternate events, confirmation of booked venues, and confirmed participants list	10%	Completion of Ternate Events
A Final Accomplishment Report	10%	2 weeks after Ternate Events

b. Cost Reimbursement portion:

Cost Reimbursement items are payable upon completion of each event. Invoices for reimbursing all allowable event expenses will due for submission to USAID one week upon completion of each event.

VIII. VENDOR SELECTION CRITERIA DESCRIPTIONS:

1. Technical approach (30 points)

- Demonstrates a solid understanding of generally acceptable accounting principles and proper internal control systems concept.
- Demonstrates an understanding of USAID Rules and Regulations
- Demonstrates the ability to conform to contract requirements, including time schedule, work program, budgets, and required professional staff/experts.
- Experience in pitching journalists and successfully securing media coverage.

2. Managerial Approach – 20 points

- Demonstrates capability in assembling high quality technical assistance teams, placing competent team member in the field in a timely manner, and providing them with all necessary support. This ability should be evidenced by organizational commitment, and organizational systems designed to utilize members and resources as appropriate.
- Demonstrates professional competence of the firms through number and education level of professional staff.
- Previous experience in organizing large-scale events that includes up to 300 participants traveling from various locations.

3. Key personnel – 15 points

- Education, prior work experience and professional certification.
- Specific and related experience and knowledge of the area of work for which they are proposed.
- English written and communication skills

4. Past Performance – 15 points

The contractor performance information determined to be relevant will be evaluated in accordance with:

- Demonstrated satisfactory records in carrying out consultancy and technical assistance of similar size and complexity, timeliness of performance, and adherence to contract schedules and other time-sensitive project conditions.
- Records of completed financial management services, technical assistance projects, and other types of similar assignments and issuance of works related reports in English.

5. Costs/price – 20 points

- Cost effectiveness, reasonableness and the degree to which the proposal offers the best value to USAID.