

June 5th, 2025,

Addendum No. 1

To All Bidders,

FRAMEWORK CONTRACT FOR PROVISION OF EVENT MANAGEMENT AND RELATED SERVICES DURING CORPORATE AND CONSUMER EDUCATION OUTREACH ACTIVITIES (RESERVED TO WOMEN OWNED FIRMS).

we refer to the above-mentioned tender.

Pursuant to clause 9.1 of the tender document shared with bidders, the Authority wishes to respond to the clarifications sought as follows:

No.	Clarification sought	Response
1.	In the Technical Capacity section to evaluate Technical Expertise you have referenced a Hypothetical Case ie: Understanding of work to be undertaken (response in this part should be aligned to the hypothetical case provided for the above for the sole purpose of this tender. Please can you clarify where we can find the hypothetical Case as we have been unable to locate it in the tender.	The hypothetical case was inadvertently omitted from the tender document. It has now been included as Annex 1 to the addendum.
2.	In view of the additional holiday this week and the multiple holidays in the duration of the tender period we would like to humbly request an extension of the tender by 1 week to enable us to put together a comprehensive competitive bid	The Authority has considered the request and approved an extension of the tender closing date from June 11 th , 2025, to June 18 th , 2025.

Additionally, the tender evaluation process has been revised from a three-stage to four-stage evaluation process as outlined below:

1. Mandatory/Preliminary Evaluation - Pass/Fail
2. Technical Capacity Evaluation -Pass Mark 75%
3. Pitch presentation Evaluation -Pass Mark 75%
3. Financial Evaluation -Total cost lowest evaluated bidder

The pitch presentation evaluation criteria are attached as part of Annex 1 to the addendum.

ALL other conditions of the initial tender remain unchanged.

Yours Faithfully,



Peter Mwangi
FOR: DIRECTOR GENERAL /CEO

HYPOTHETICAL CASE: BRIEF ON THE HOSTING OF THE AFRICA ICT SUMMIT

This brief has been provided for the sole purpose of evaluating bidders' level of expertise in the conceptualization and execution of corporate and consumer education outreach activities (Evaluation Criteria No. 2). Technical evaluation does not in any way imply that the Authority intends to undertake this activity. This will be used solely for the purpose of evaluating bidders' ability to understand the work requirements.

The Communications Authority of Kenya regulates the ICT sector characterized by fast changes in technology, new and innovative applications and services. Kenya, through the Authority won a bid to host the 10th edition of the ICT Africa Summit. This is the first time the event will be held in Kenya in the 10-year history of the of its existence.

The Africa ICT Summit is a major annual event focused on information and communication technology in Africa. It typically gathers industry leaders, policymakers, innovators, researchers, and business professionals to discuss and promote the role of ICT in driving economic and social development across the continent.

It is geared towards connecting, innovating and transforming Africa into a knowledge economy thereby driving global competitiveness and job creation, enabling African countries to become more competitive, agile, open and innovative smart economies with the most favorable business climates that attract large-scale investments, reward entrepreneurship and enable fast growth and exports, leveraging ICT innovations to transform African nations into smart societies.

This is a 5-day event expected to bring together Heads of State and Government, with over 5,000 participants including delegates, speakers, regulators, C-Suite executives, sponsors, exhibitors and media practitioners. The participants will be drawn from:

- Heads of State and Government
- Ministers in ICT, Finance, Trade and Industry and Health
- Fintech companies
- Block chain experts
- Digital health service providers
- Artificial Intelligence firms and experts
- ICT Private Sector service providers
- Telecom and Utilities Regulators
- International and Multilateral organizations
- Africa's business influencers
- Investment banks and venture capitalists
- Private equity fund managers
- Start ups
- Women and Girls in ICT champions
- Tech innovators
- Academia, Consultants and leading digital leaders
- Non-governmental organization

It is expected that this event will be a culmination of a nationwide consumer education and empowerment activities, focusing on opportunities and challenges in the digital economy. These activities will empower Kenyans, particularly at the grassroots, on how emerging technologies can positively impact their livelihoods. The event will also establish a mechanism for CA to monitor technology adoption and drive digital advocacy across all demographics.

To facilitate the planning of the Summit, a National Organizing Committee that brings together different government ministries, departments and agencies on one part and representatives of the private sector on the other part has been established, to collectively provide support services in organizing the event. The Authority seeks to engage the services of a reputable Event Management Company to assist the Committee with overseeing the planning and execution of the Summit.

OBJECTIVE OF THE ASSIGNMENT

The overall objective of this assignment is to assist the organizing Committee in the preparations towards the hosting of the summit, consumer events and to coordinate the implementation of activities planned before, during and after the conference.

SCOPE OF THE WORK

Based on this brief the Bidder shall be expected to:

1. Conceptualize hosting of the summit and consumer events. This should include the pictorial/graphical representation of the concepts to help all parties involved in the planning to understand.
2. Organize and mobilize the required resources /manpower to manage the event. These should be commensurate with the concepts developed.
3. Create a theme for the event in alignment to the objectives. The theme should make the event stand out, compelling and attention catching. This should be reflected in the planning and execution of the events.
4. Provide a master plan comprising all aspects of the event. This should include, among other things, the Venue Management, Vendor Management, Exhibition Management, Content Management, Registration and Invitation Management, Creative designs Management, Hospitality, Security, timelines, planning/organizing structures, responsibility matrix, budgets, Health protocols and guidelines e.t.c.
5. Detail all the PR support and Creative support required to execute a successful ceremony and exhibition
6. Describe the process for the monitoring and evaluation of the events and the event Kenya performance Indicators that shall be monitored.
7. Provide the templates for the event reports

The bidder should show value addition considering the nature of the event, envisaged guests, airport reception plans, all protocol arrangements including health, management of the registration of participants, etc. The bidder may also provide (in their event concepts) a breakdown of other mini events/side events that may add value and meet the objective and expectation of the various stakeholders of the Authority.

TECHNICAL EVALUATION CRITERIA: PITCH PRESENTATION

The following criteria shall be used to evaluate the pitch presentation. Bidding firms are advised align their pitch presentations with the hypothetical case provided above.

Please note that:

- i.) All the costs associated with the preparation and participation in the pitch presentation shall be borne by the bidder; and
- ii.) The hypothetical case provided for above is for the sole purpose of undertaking technical evaluation of this tender

Evaluation Criteria (Pitch Presentation)		Maximum Score
1.	Description of the proposed event and related events concepts.	10
	Description of the Africa ICT Summit, Consumer Education and Empowerment activities and related events. This should include pictorial/graphical representation of the concepts. It should in the very least describe the physical aspects and virtual aspects and the demonstrate the value proposition.	
2.	Concept and Creativity	20
	<ul style="list-style-type: none"> • Assess the originality of Ideas: To what extent are the proposed event concepts and activities unique and innovative? • Assess the creativity of the proposed concepts: To what extent do the proposed concepts have novel and exciting elements to engage the audience? Are there appropriate value added activities to support the events and to what extent are they appropriate? • Flow of events: Are the proposed events and activities well described with sample programmes/issues to be discussed e.t.c. • Assess Alignment with Objectives: To what extent does the proposal demonstrate linkage of each of the activities to the Authority's Strategic Plan 2023-2027 and Authority's Mandate, Vision and Mission and objectives of the events as detailed in the hypothetical case? 	
3.	Understanding of the Target Audience	10
	<ul style="list-style-type: none"> • Audience Insight: Does the organizer demonstrate a deep understanding of the event's target audience and how they shall be invited and manner of establishing their availability? • Engagement Strategies: Are there effective methods proposed to attract and retain audiences interest? 	
4.	Brand Visibility and Management	10
	<ul style="list-style-type: none"> • Does the proposal detail the PR, communication and publicity support that the events require? To what extent are they adequate? 	
5.	Execution Plan	15
	<ul style="list-style-type: none"> • Feasibility: Is the plan practical and achievable within the proposed timeline and budget? Is there seamless flow and linkage between the national consumer activities, the main summit and other proposed side events? • Logistics: Is the planning and logistics of the events and mobilization of the required venues, resources, personnel and guests well thought 	

Evaluation Criteria (Pitch Presentation)		Maximum Score
	<p>through? This should, in the very least, include proposed work plan, timelines, resource allocation, and risk management strategies e.t.c.</p> <ul style="list-style-type: none"> • Collaboration: Does the plan elaborate on the resources required and the organisations to be engaged to facilitate the execution of the events? • Contingency Plans: Are risk management and backup plans clearly outlined? 	
6.	Proposed Budget	15
	<ul style="list-style-type: none"> • Cost-Effectiveness: Is the proposed budget well-distributed and justified based on proposed activities and elements? • Transparency: Does the bidder provide a transparent and detailed breakdown of the costs? • Value for Money: How well does the plan maximize value while remaining cost-effective? 	
7.	Use of Technology and Innovation	10
	<ul style="list-style-type: none"> • Incorporation of Technology: Are relevant and immersive technologies integrated to enhance the event experience? Are there relevant technologies used for the managements of aspects of the events e.g. registration, publicity, security, programme, content e.t.c. • Innovation: Does the plan utilize emerging trends or cutting-edge tools and technology? 	
8.	Sustainability	5
	<ul style="list-style-type: none"> • Monitoring and Evaluation: Does the proposal appropriately provide for monitoring, evaluation and learning, the indicators, targets and how the indicators should be measured? • Reports: Are the proposed reportin plan and templates relevant and adequate to ensure completeness, accuracy and timely submission of the reports • Does the proposal incorporate initiatives that enhance the sustainability of the main goal of this event? • Does the proposal demonstrate how the events adheres to various health protocols and guidelines issued by the Government, Ministry of Health and Ministry of Tourism, where applicable 	
9.	Presentation Skills	5
	<ul style="list-style-type: none"> • Clarity and Structure: Is the pitch well-structured, clear, and easy to understand? • Persuasiveness: Does the presenter effectively communicate the value of their proposal and convince stakeholders? 	
	Total	100

