

REQUEST FOR EXPRESSIONS OF INTEREST **CONSULTING SERVICES**

Selection # as assigned by e-Tool: RG-T3391-P002

Selection Method: Simplified competitive process

Country: Colombia

Sector: SCL

Funding – TC #: ATN/JF-17533-RG

Project #: RG-T3391

TC name: Coalition for Universal Music Education in Latin America and the Caribbean (LAC)

Description of Services: branding, marketing and final event production and logistics.

Link to TC document: <https://www.iadb.org/en/project/RG-T3391>

The Inter-American Development Bank (IDB) is executing the above-mentioned operation. For this operation, the IDB intends to contract consulting services described in this Request for Expressions of Interest. Expressions of interest must be delivered using the IDB Portal for Bank Executed Operations (<http://beo-procurement.iadb.org/home>) by: 23 August 2021, 5:00 P.M. (Washington D.C. Time).

The consulting services (“the Services”) include the image, identity, branding, communication and final event production and logistics for the Program “Music Creativity and Entrepreneurship: Expanding Cultural Industries with 21st century talent”.

Eligible consulting firms will be selected in accordance with the procedures set out in the Inter-American Development Bank: [Policy for the Selection and Contracting of Consulting firms for Bank-executed Operational Work](#) - GN-2765-4. All eligible consulting firms, as defined in the Policy may express an interest. If the Consulting Firm is presented in a Consortium, it will designate one of them as a representative, and the latter will be responsible for the communications, the registration in the portal and for submitting the corresponding documents.

The IDB now invites eligible consulting firms to indicate their interest in providing the services described above in the draft summary of the intended Terms of Reference for the assignment. Interested consulting firms must provide information establishing that they are qualified to perform the Services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Eligible consulting firms may associate in a form of a Joint Venture or a sub-consultancy agreement to enhance their qualifications. Such association or Joint Venture shall appoint one of the firms as the representative.

Interested eligible consulting firms may obtain further information during office hours, 09:00 AM to 05:00 PM, (Washington D.C. Time) by sending an email to:

Inter-American Development Bank

Division: [Education Division](#)

Attn: [Emma Naslund-Hadley](#), Education Lead Specialist

1300 New York Ave, NW, Washington DC 20577, USA

Tel: [+1 202 623-1071](tel:+12026231071)

Fax: [\[include the country and city code\]](#)

E-mail: emman@iadb.org

Web site: www.iadb.org

Draft Summary of Terms of Reference:

- 4.1 **Campaign:** Develop communication campaign. The campaign strategy should seek to impact young people and communicate the values and objectives clearly in all media and content. The strategy should include: the tone of communication, the name of the program, a slogan for the project, look & feel, key messages, visual content axes. The deliverable should: Strategy and creative proposal and the Identity Manual for the program. The aim is to identify a minimum of 5,000 youth between 14 and 24 years of age who wish to participate in the IDB Music Program.
- 4.2 **Presentations:** Generate presentations that allows the program to visually transmit the characteristics of each component and main features.
- 4.3 **Audiovisual proposal:** The creation of a principal video and capsules as the project's identity that transmits the message, mission, tone and essence of the project.
- 4.4 **Graphic content:** create graphic content of different types to attract participate through publications in networks and/or other media outlets. Some examples of these pieces are jpg images, carousels, gifs, mailings, infographics, banners, among others.
- 4.5 **Dissemination Strategy:** Develop a dissemination strategy alongside with the content designed for such purposes and create a content grid to be published during the program execution.
- 4.6 **Final event/concert production and logistics:** this will be a hybrid event that will require logistics and production in an on-line platform experience and in-person experience.
 - (i) Invitation: Create a list of invitees, send them a formal invitation, confirm their participation, organize their travel logistics (for young participants selected), and assist them during their participation of the event.
 - (ii) Registration to event: Register on-line and in-person guest, provide badges for identification, place the designed banners and other visual materials at the entrance of the event. Also. Hand out printed agenda.
 - (iii) Auditorium: Design and install audio-visual effects (background screen, lights, sound, stage furniture, decoration of the overall ambience, etc.) required to maximize the performance.
 - (iv) Catering: Offer coffee break during the performance and a VP cocktail for 50 people.
 - (v) Photography/video: Hire a photographer/producer specialized in musical performances and provide photography/video of individual/group performances as well as general audience and the overall ambience.
 - (vi) Cleaning: Include the cost for cleaning the venue after the event.
 - (vii) Venue: support the IDB and Colombian Government in the search for a free of charge venue for the final event/concert.