

Expression of Interest (EOI)

Event Management

Contents

Introduction	4
Overview	4
Objectives	4
Focus Areas	4
Target Audience	5
Demographics	5
Geographic.....	5
Targeted Number of Attendees	5
Stakeholders	5
Theme	5
Job Fair	5
Activities.....	5
Information for Women and Parents – Ministry of Tourism, Arts and Culture, National Career Guidance Center, Industry Stakeholders	6
Recruitment and Internship Placement – Industry Participants.....	6
Training Enrollment – Public and private education providers	6
Individual Career Counseling Sessions – National Career Guidance Center.....	6
Participants	6
Implementation	7
Duration	7
Production.....	8
Logistics.....	8
Financing.....	8
Road Show	8
Information Dissemination Channels.....	8
Team	9
Activities.....	9
Presentations	9
Independent Participation	10
Individual Career Counseling Sessions.....	10
Itinerary.....	10
Day 1 (Arrival Day)	11
Day 2	11
Day 3	11
Implementation	12
Production.....	13
Logistics.....	13
Premises.....	13
Transportation and Accommodation.....	14
Financing.....	14

Component A: Road show and Job Fair

Publicity.....	14
Promotion	14
Incentives for participants	15
Souvenirs.....	15
Lucky Draws	15
Scholarships/ Discounts	15
Performance Evaluation and Development.....	15
Number of Registered Participants.....	15
Number of new recruits shortlisted for employment	15
Number of candidates enrolled in training programs	15
Feedback Questionnaires handed to participants.....	15
Scope of Work.....	16
Financial Capacity and Procedure	16
Request for Expression of Interest (EOI).....	16
Annex 1 – Proposed schedule, locations and targets for roadshow	17

Request for Expression of Interest for Event Management

Introduction

The Ministry of Tourism Arts and Culture (MOTAC) is seeking an Event Management Partner (EMP) to organize a roadshow as part of a 1 year campaign to increase local awareness on jobs and job opportunities in the tourism industry. This campaign will be aimed at making people aware of these opportunities and providing the right assistance to those who are seeking employment and training in the tourism and hospitality sector.

Overview

The roadshow will consist of two components. The first will be a launching event for the awareness campaign combined with a job fair, to be held in Male'. The second component will consist of a series of events in 13 other atolls.

Representatives from different areas of the tourism sector will be invited to tour with government officials to atolls where new resorts are being developed. This aim is to give the local populous of these atolls knowledge about working in the tourism sector, and share first hand experiences by professionals currently working in tourist resorts and other areas in the tourism industry.

Objectives

1. Create interest in tourism sector employment opportunities
2. Create awareness on how the tourism sector operates
3. Recruiting employees for the tourism sector
4. Enlisting candidates for tourism and hospitality training
5. Encourage parents to urge children to contribute to the industry

Focus Areas

- Overall tourism product of the Maldives, and the benefits of tourism to the country
- Experiences of employees who have achieved success in the tourism industry
- Experiences of employees currently working in the industry
- Career paths
- Employment benefits
- Women in the tourism sector
- Scholarships and training opportunities in the tourism and hospitality industry
- Encouraging parents to allow children to work in the tourism sector

Target Audience

Demographics

- Students and unemployed general public
 - Age group: 14 – 25
 - Education: Middle school
 - Gender: Male, Female (With special focus on women)
- Parents
 - Age group: 35 – 50
 - Education: Elementary
 - Social class: Upper - (Key influencers within the community)

Geographic

The road show will be targeted to a total of 14 atolls (including Male' Atoll) in 7 provinces, with 2 atolls in each province (See Annex 1)

Targeted Number of Attendees

Specific numbers of participants targeted for the awareness programs are stated in Annex 1.

Stakeholders

- Lead Organization: Ministry of Human Resources, Youth and Sports (NCGC, TVET)
- Ministry of Tourism, Arts and Culture
- Ministry of Education
- Tourism Sector Employers

Theme

The theme of the road show will be based on the main campaign identity. The road show presentations and job fair will be designed to interest young audiences and deliver a message to older generations as well.

Job Fair

A job fair in Male' is proposed as the most efficient way of disseminating information in Male' with respect to the objectives of the campaign. It is assumed that a job fair would reach the target audience and deliver the required information much more effectively than a series of presentations.

Activities

The job fair is planned as an event in which job seekers can interact freely with the employers and training providers.

Information for Women and Parents – Ministry of Tourism, Arts and Culture, National Career Guidance Center, Industry Stakeholders

Specific information will be disseminated to parents and women to encourage employment in the tourism industry. It is proposed that this information be provided through female employees and parents who have children working in the tourism industry. A stall will be setup for this purpose where attendees can interact and speak freely on social issues and concerns that they have regarding the tourism industry.

Recruitment and Internship Placement – Industry Participants

Recruitment for tourist facilities will take place during the job fair, and participants seeking employment opportunities will be able to submit their CV's to prospective employers. Students who are interested in securing internship placements at tourist facilities will also have the opportunity to secure placements at tourist facilities.

Training Enrollment – Public and private education providers

Prospective students will be able to gain information from training providers and enroll for training courses. The fair will provide an opportunity for training providers to interact closely with prospective students and offer discounts or incentives to enroll in their programs.

Individual Career Counseling Sessions – National Career Guidance Center

Career guidance and also assistance with preparation for job interviews in the tourism industry will be provided by the National Career Guidance Center in association with hospitality recruiters. A dedicated stall will be setup for counselors to help prospective employees with preparation of CV's and guidance for job interviews.

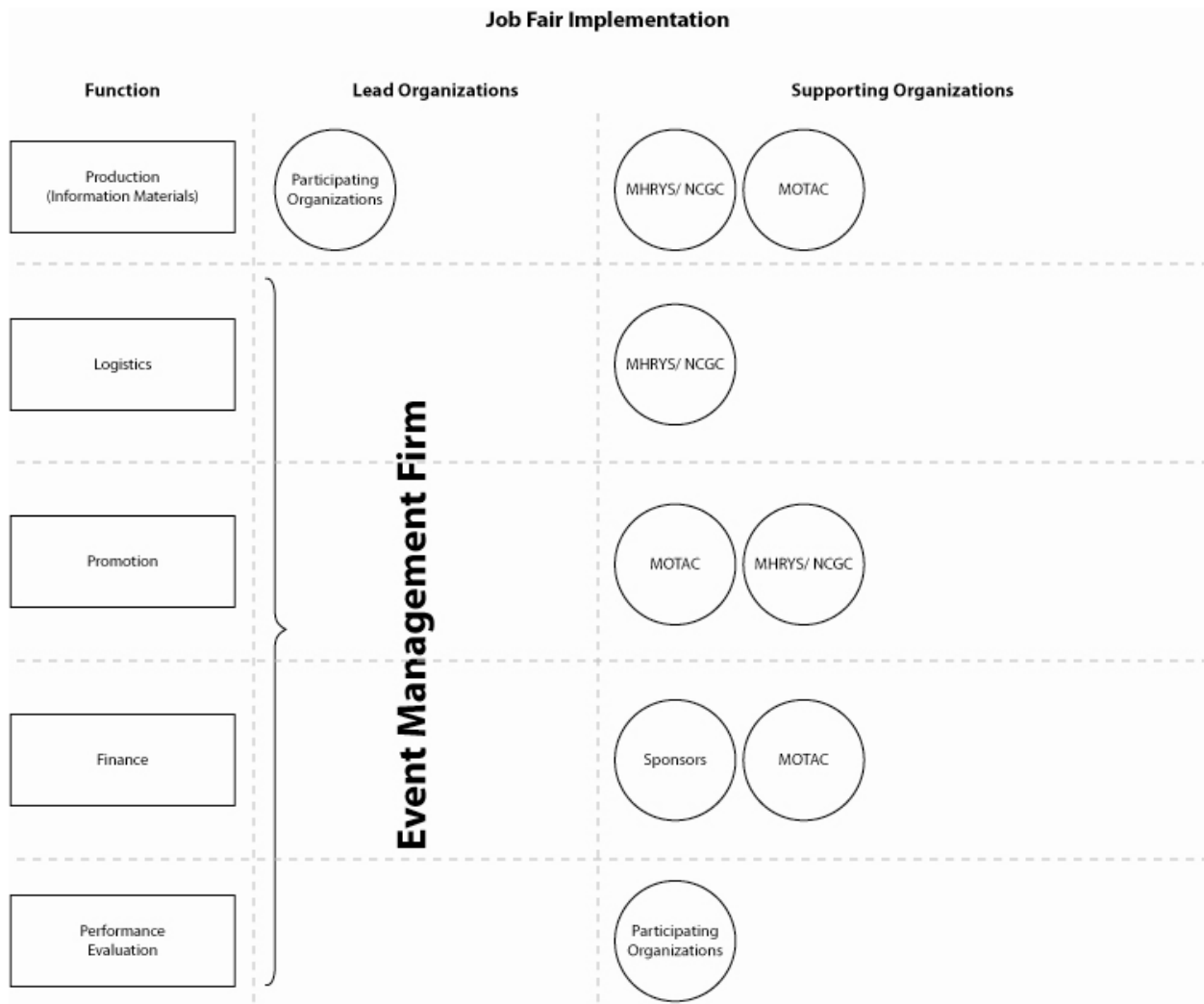
Participants

The job fair will be hosted mainly by employers and training institutes for the tourism industry. Priority will be given to employers with contractual obligations to the government to train and employ locals in line with lease agreements. Recruitment needs of the participants will be reviewed and participants will be prioritized according to the required number of new recruits.

A limited number of stalls will be offered to recruiters looking to offer international exposure for interns, and international education institutions interested in offering scholarships or discounts to local students.

Implementation

The event is proposed to be outsourced to an event management firm in the form of a public/private partnership. This model is anticipated to reduce expenditure and resources significantly. The firm will be responsible for the promotion and management of the event. This model will allow the event management firm to offset the costs of the event through charging for space allocation from participants at the job fair along with other sponsorships, without major financial contribution from the government.



Duration

The fair is proposed to be held for a duration of 3 days.

Production

All participants will independently produce materials to be distributed to the attendees. Participants will be encouraged to develop brochures and related materials to conform to the focus areas of the campaign.

The required video profiles for the presentations are proposed to be produced in collaboration with the Maldives National Broadcasting Corporation.

Logistics

Location

The fair is proposed to be held in Male', and the most viable location for such an event is Dharubaaruge.

Stall Setup

The EMP will setup stalls for the participants of the job fair. The number of stalls at the venue will be left to the discretion of the event management firm; however the Ministry will require that the targeted number of registrations is achieved at the job fair.

One complementary space will be required for the Ministry's use for setting up a stall to provide information for women interested in working in the tourism industry, and also to provide information to parents with respect to sending their children to work at tourist facilities.

Financing

The event is expected to be financed and run on a commercial basis by the EMP. All financial transactions will be handled by the contracted event management firm.

Road Show

Information Dissemination Channels

Methods for delivering the intended information to the target audience include:

- Multimedia and video presentations
- Question and answer sessions
- Individual career counseling sessions
- Distribution of information pamphlets and interactive media such as DVD's or online media

Team

The main team for the road shows is proposed to be comprised of minimum 3-4 resource persons:

1. Ministry of Tourism, Arts and Culture (2 persons)
2. National Career Guidance Center (1 person)
3. Industry representative preferably a female personality from upcoming or existing developments within the atoll

Activities

Presentations

The main component of the road show will be presentations targeted to students and the general public on the abovementioned focus areas. An information session of approximately 3.5 hours will be held for each target group.

All topics are proposed to reflect the tourism industry as a whole, and are not to be mistaken for only the hospitality industry.

Topic	Delivery Method	Duration / Mins	Delivered By
Overall tourism product of the Maldives, and the benefits of tourism to the country	Live Presentation	20	Official of MOTAC
Experiences of employees who have achieved success in the tourism industry	Video Profile	15	Personalities who have risen through the ranks of the tourism sector and have achieved outstanding achievements
Experiences of employees currently working in the industry	Video Profile	15	Personalities who are currently engaged in the tourism sector
Career paths	Live Presentation	20	Tourism Industry Representative
Employment benefits	Live presentation	20	Tourism Industry Representative
Scholarships and training opportunities in the tourism and hospitality industry	Live Presentation	20	National Career Guidance Center
Women in the tourism sector	Live Presentation	20	A female personality working in the tourism sector
Why your child should work in the tourism industry	Live Presentation	20	Tourism Industry Representative
Q & A Session and survey	Live Presentation	30	All presenters

A 5 minute Q & A session will be allowed between presentations.

The above presentations will be accompanied by printed materials featuring information on the tourism sector and its employment opportunities.

Independent Participation

The EMP will promote the event to potential participants within the tourism industry and other relevant sectors such as educational institutions.

Independent organizations will be invited to take part in the road show. The rationale for this is that this would provide exposure for independent employers in the tourism sector in recruiting employees directly from atolls and also for education providers to offer enrollment opportunities in their courses. This will also be an opportunity to significantly reduce the investment for individual organizations to travel to individual atolls and hold individual events by themselves.

Independent organizations will be given the opportunity to have an “open day” to interact with prospective students and employees.

Onsite Enrollment for Training Courses

Government and private educational institutions will be invited to participate in the road show to enroll prospective students in hospitality and tourism related training courses. Developers with contractual obligations to the government to provide scholarships to local students will also be invited to participate in this enrollment process and priority will be given to those institutions with the largest requirement of new recruits and trainees.

Onsite Recruitment for Tourism and Hospitality Establishments

Industry stakeholders who wish to recruit students will have the opportunity to interview and recruit prospective employees at the road shows. Students who wish to do internships will also have a chance to register at these institutions.

Prior to the commencement of the event, it is proposed that students and prospective employees will be advised to prepare all required materials necessary for a job interview during the prior promotion of the event.

Individual Career Counseling Sessions

It is proposed that the National Career Guidance Center will provide career counseling sessions to attendees of the events and also provide assistance with preparation of CV's and tips for job interviews.

Itinerary

The following general itinerary will be followed in general throughout the road show. Timings may be adjusted depending on arrival and departure times of the teams.

The event will be opened by remarks from a senior representative of the island, and will continue each day from 0900hrs to 1700hrs.

Day 1 (Arrival Day)

Arrival of teams in destination atoll

Equipments and venue setup and organisation of presentation materials

Other general preparations and general promotion of event

Day 2

Half day presentation to students

Lunch break

Assistance with CV preparation and job interviews for prospective recruits

Individual career counseling sessions

Open day and registration with education providers

Day 3

Half day presentation to parents and general public

Lunch break

Assistance with CV preparation and job interviews for prospective recruits

Individual career counseling sessions

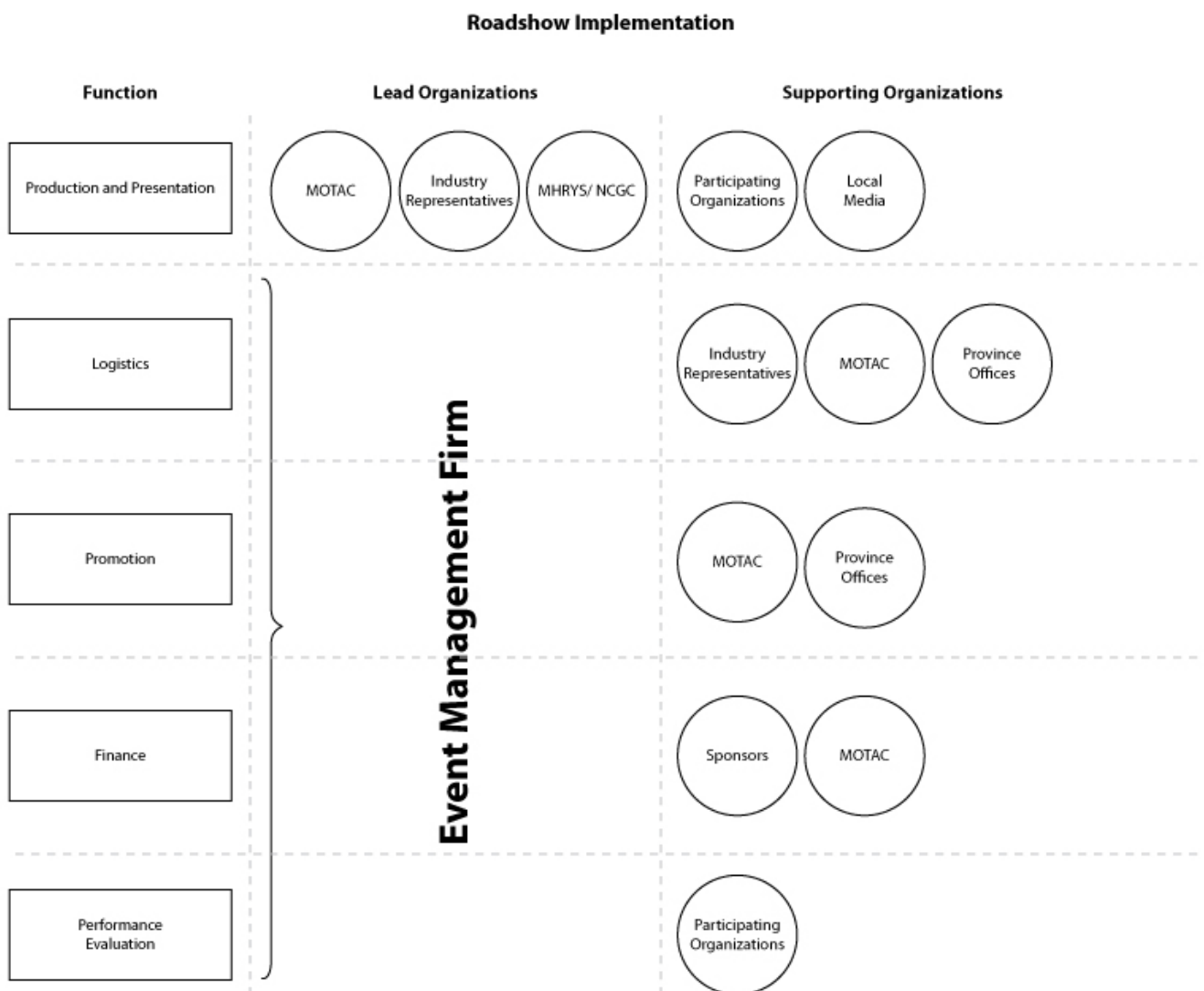
Open day and registration with education providers

Departure of teams

Implementation

As with the job fair, the EMP will be responsible for arranging all aspects of each event except the production and presentation of information materials to the attendees. The road show will be funded mainly by positioning the road show as a marketing opportunity for private education institutions and sponsors, where independent organizations will be charged a participation fee.

Where possible, MOTAC will provide assistance to the EMP in obtaining concessions from relevant service providers such as resorts, hotels, transportation providers and other government agencies to reduce the implementation costs.



Production

It is important that the information that is disseminated to the target audiences is designed to achieve the objectives of the campaign. Hence careful thought needs to be given to content development. Once a comprehensive range of information materials is developed, the same content will be used repeatedly as a template throughout the road show.

Presentations

Presentation materials will be prepared mainly by MOTAC and the National Career Guidance Center with the assistance of representatives from the tourism industry.

The content for the presentations are proposed to be designed by the presenters themselves, as each presenter will be required to be familiar with the content that they will present. Each presenter will be given the liberty to include content in their presentations according to the guidelines and topics mentioned above.

Video Profiles

Video profiles of successful personalities and employees currently working in the industry are proposed to be created to reduce the logistical expenses of involving a large team of presenters in the road show.

The video profiles are proposed to be produced in collaboration with the local media. To save cost, an initial appraisal of currently available footage will be conducted before producing any additional material.

Brochures

The presentation materials will be distributed in brochure form to participants. These brochures will be an essential part of the information dissemination process and will provide detailed information on the topics highlighted in the presentations.

The content for the brochure is also proposed to be developed by the presentation team, however the design, layout and printing is proposed to be outsourced.

Logistics

Event Locations

The events will take place at in a total of 14 atolls, with 2 atolls selected from each province. The order in which the road show will continue throughout the atolls is given in Annex 1.

Pilot Event

A pilot event has been planned to be conducted in Laamu Atoll as the earliest scheduled opening date for a new development is in Laamu Atoll. The program is proposed to be refined according to the feedback from participants and experiences of the organizers before continuing onto other atolls.

Premises

It is proposed that the road show will be held at large population centers within the selected atolls. Schools in these population centers will be utilized for the presentations and career guidance as well as

for activities that will be hosted by independent participants. MOTAC will provide assistance in booking venues such as government schools if the need arises.

Transportation and Accommodation

The EMP will be required to arrange the accommodation and transportation arrangements of presenters. Independently participating organizations will also be required to make bookings through the contracted event management firm.

MOTAC will provide assistance to the event management firm to obtain contributions from industry stakeholders in kind.

Financing

Public Private Partnership

Both the road show and the job fair are proposed to be implemented via a partnership model between an EMP and the Ministry. The event management firm will charge a participation fee from independent organizations to participate in the event. This fee will contribute towards covering the total cost of the road show and job fair.

The rationale for this is that independent organizations will achieve significant savings on fixed costs for a larger scale event when compared to a smaller scale individual event. The participation in an event organized by the government will also provide better exposure compared to private sector events.

Publicity

Promotion

The promotion and marketing of the road show will be handled by the EMP. The marketing and promotion costs are proposed to be offset by the contributions that will be made towards the event by independent participants and various sponsors.

As the events will be targeted to the general public, a significant amount of prior marketing will be required to attract participants to the events. Hence it is proposed that the road show be publicized through various channels prior to the launching such as:

- Advertising through local media
- Television appearances
- Distribution of flyers
- Official invitations to education institutions and private associations such as youth movements

The distribution of invitations and flyers and other necessary public relations functions at the province level is proposed to be delegated to the province offices via the EMP.

Incentives for participants

Since responses to previously held campaigns of this nature have been limited, incentives to participate in these events have been proposed. Incentives could include:

Souvenirs

Souvenirs could be contributed by tourist facilities within each atoll as participation gifts to the attendees. Additionally, certificates of appreciation may be issued on behalf of MOTAC for the attendees.

Lucky Draws

The event management firm will be responsible for obtaining sponsorships for lucky draw prizes with assistance from MOTAC. Intangible prizes are suggested for promotional activities as this would reduce the direct financial burden on sponsors. Examples could be day trips to resorts, or tourist vessels, or diving lessons.

Scholarships/ Discounts

Leaseholders with training commitments will be given the opportunity to promote their scholarship opportunities as an incentive to participate in the road show. Additionally, private and public training providers will also be given the opportunity to promote their training programs and offer scholarships and discounts to the participants.

Performance Evaluation and Development

The effectiveness of the individual events of the road show will be measured by the following indicators:

Number of Registered Participants

All members of the public attending the events will register their names before the start of the events. The event management firm will be responsible for ensuring that no duplicates are registered for a single event.

Number of new recruits shortlisted for employment

The recruiters partaking in the campaign will be required to submit a list of candidates that they have shortlisted for employment.

Number of candidates enrolled in training programs

Independent training providers participating in the campaign will also be requested to submit a list of shortlisted candidates enrolled in training courses through the events.

Feedback Questionnaires handed to participants

Questionnaires will be distributed to participants before and after the information sessions to assess the initial and final impressions of the target audience about employment in the tourism industry. These questionnaires will be developed by a research firm contracted by the Ministry.

The above data will be collected and provided to the Ministry for data analysis by the EMP.

Scope of Work

The prospective EMP will be responsible for managing all aspects of the roadshow including logistics, promotion, sourcing necessary equipment and financing the roadshow. The events will be managed on a commercial basis, and fees may be charged from participants.

Financial Capacity and Procedure

The prospective EMP should illuminate the Ministry with their financial capacity to cover and handle every aspect of the event as well providing the Ministry with the details of on how the team is planning to work out the event.

Request for Expression of Interest (EOI)

We request the interested participants to include an outline of the procedure in carrying out the event when submitting the EOI (Expression of Interest).

Interested participants are to submit the EOI before 15th July 2010.

Annex 1 – Proposed schedule, locations and targets for roadshow

Province	Atoll	Island	Targeted No. Of Participants	Proposed date/week
Medhu Uthuru	K	Male' (Campaign Launch)	3500	Launching on 7th November 2010 Complete on 9th November 2010
Medhu Dhekunu	L	Gan	500	3rd week - November 2010
Mathu Uthuru	HA	Dhidhoo	500	1st week - December 2010
	HDh	Kulhudhuffushi	200	1st week - January 2011
Uthuru	R	Ungoofaaruu	500	3rd week - January 2011
	Lh	Naifaru	300	1st week - February 2011
Medhu Uthuru	Adh	Mahibadhoo	350	1st week - March 2011
Medhu	F	Nilandhoo	250	2nd week - March 2011
	Dh	Kudahuvadhu	300	1st week - April 2011
Medhu Dhekunu	Th	Thimarafushi	300	1st week - May 2011
Mathi Dhekunu	GA	Villingili	200	3rd week - May 2011
	GDh	Thinadhoo	900	2nd week - September 2011
Dhekunu	Gn	Fuvammulah	1500	1st week - October 2011
	S	Hithadhoo	500	3rd week - October 2011