



Creative Futures Events Management Training Development & Delivery Consultant

BACKGROUND

Supported by the European Union (EU), Creative Futures (CF) is a two year programme aimed at contributing to the socio-economic development of Ethiopia through strengthening the creative industries.

Powered by the British Council, the Goethe institute and Ice Addis, it is the overall objective of Creative Futures to increase the capacity and networks of creative professionals in Ethiopia in the visual arts, photography, design, fashion and film sectors in order to enable them to build sustainable careers.

It will achieve this by working with local artists and arts managers providing them with essential management skills training to help them to showcase their work. The programme will also assist practitioners to further develop their audience locally as well as building an international profile through showcasing opportunities and a professional networking programme. Sharing of best practice and learning across the arts in Ethiopia will be provided through regular events including an engagement and networking series with business leaders.

More specifically, Creative Futures will offer the following activities:

- **Creative Hustles:** Bi-monthly events providing a knowledge sharing or learning opportunity for creative practitioners.
- **Business and marketing skills course:** Designed to help artists take a more business-like approach to their management of their talent.
- **Event management course:** A skills training on event management and promotion. Participants will also receive the opportunity to submit proposals for up to €300 of funding towards the production of their own event
- **Innovation month:** A month long series of workshops and spaces for artists to create, connect, innovate and feed creative thinking
- **International development programme:** The opportunity to build partnerships with key international arts practitioners and a series of international showcases all aimed at increasing the networks of Ethiopian arts practitioners and building profile for Ethiopian arts
- **Business engagement programme:** A series of activities which introduce business leaders to artists, their work, and ways in which they might engage personally or corporately.

PARTNERS

The programme will be delivered by a consortium of partners including the British Council, Goethe Institute and Ice Addis. The Italian Cultural Institute and Alliance Française will support the programme as associates

OBJECTIVES OF THE TRAINING





Through stakeholders' engagement, it was identified that many creative practitioners lack of opportunity to showcase their work to wider audiences as a key challenge they faced. In response to this the programme aims to provide a greater number of creative practitioners in Ethiopia with the skills and experience to deliver their own events.

Key indicators of success for this element of the programme are:

Indicator 2.1 Creative practitioners learn new and useful skills in event management. Target: 80% of those participating in training programmes confirm that they have learned new and useful skills during the training (Result 2)

Indicator 2.2 Creative practitioners implement best practice learned through capacity building programmes delivered as part of the action. Target: 50% of those participating in training programmes (Result 2)

Indicator 2.3 The practice of creative practitioners is more sustainable. Target: 50% of practitioners surveyed respond that their practice is more sustainable than before they attended the training (Result 2)

Indicator 3.1 A greater number of promotion events for Ethiopian image arts are delivered through the life of the action. Target: 10% increase in the number of promotion events (Result 3)

Indicator 3.2 A greater number of arts practitioners in Ethiopia have the skills and desire to promote Ethiopian arts. Target: 20 creative practitioners create new promotion events to showcase Ethiopian arts (Result 3)

EVENT MANAGEMENT CONSULTANCY TASKS

The experienced event manager and trainer who will lead on the **development and delivery** of the event management training and associated **toolkit**. The training should equip creative practitioners in Ethiopia with skills and confidence to develop and deliver their own small events with a particular on events for the image sector including design, fashion, film, visual art, photography, and gaming.

The consultancy has four phases:

Phase 1: Development of the training course.

The training course will be an 8 module course offering practical guidance on the delivery of events for the image sector. The course should cover topics such as venue/location considerations, working with partners, production, pricing, timing of events, legal requirements and permits, audience development including marketing and social media. Where possible the course should offer hands on practical learning opportunities which are tailored to the needs of the participants.

Phase 2: Development of the toolkit.



A printed toolkit will be developed to support the training course. This will act as a reference for participants both during and after the course. Materials for the toolkit will be developed by the consultant. The British Council will make arrangements for design and printing.

Phase 3: Delivery of the training.

The training should be of a high quality, interactive and practical delivered over 8 weeks (maximum one day per week). The training will also include input from creative professionals with experience of delivering arts events in Ethiopia.

Phase 4: Ongoing support through a series of clinic sessions linked to delivery of events.

At the end of the training modules participants of the training will be invited to submit proposals to receive small amounts of seed funding towards their own event. The event management consultant will form part of the decision-making panel for proposals. Furthermore, they will offer ongoing support to participants in the development and delivery of their events through a series of one hour clinic sessions offered to each participant.

Deliverables & Outputs

The expected event management consultant deliverables are:

- Develop a short 8 modules course focus on delivering of small, low cost events for creative practitioners in event management.
- It should be relevant to delivery of events in Ethiopia and offer opportunity for practical experience as part of the course.
- Delivery of the training programme
- Development of a toolkit to support the training programme
- Delivery of supporting clinic sessions

CONSULTANT'S PROFILE

The successful candidates/team/organisation must:

- have A Degree in a related field
- be based in or have experience of working in Ethiopia (or be willing to partner with local practitioner(s) for inclusion of local context to the course)
- be familiar with Ethiopian culture to develop a relevant course for the local sector
- have a minimum of 5 years' experience
- have a credible track-record in delivering events for a diverse audiences
- have a minimum of 2 years' experience in development and delivery of training programmes for the creative sector.
- understand how such a programme can deliver the programme objectives
- have worked on comparable projects which have high sector visibility, or can demonstrate an ability to do that



FORMAT OF TENDER

You should submit a concise and focused proposal that sets out the following.

Over no more than 4 pages (please use a summary/bullet point approach rather than long narratives):

- How you plan to undertake the assignment including your approach to the programme
- The full cost of your proposal, including a breakdown of costs and estimates for any travel costs to be paid by the British Council.
- Any difficulties or risks you foresee and how you might resolve or overcome them
- Approximate budget of your costs in developing and delivering the work

In an appendix:

- The knowledge, qualifications and previous experience you have that is relevant to this brief, including details for all individuals who will work on the project.

CLARIFICATION QUESTIONS

Any questions you may have prior to your submission should be addressed via email to ETArts@et.britishcouncil.org in the British Council offices in Ethiopia.

INSTRUCTIONS FOR SUBMISSION

In order to be considered for this role, please email all below outlined documentations to ETArts@et.britishcouncil.org by no later than Sunday 11th June '17.

- A proposal showing how you would approach this piece of work, outlining your methodology
- A proposed budget
- Supporting documents showing your track record showing your relevant background/experience



PROPOSED TIMETABLE

Below is a proposed timetable:

Activity	Date
Tender released	18 th May 2017
Tender return date	Sunday 11 th June 5pm (local time)
Evaluation of responses, shortlist notified	Friday 12 th June 2017
Shortlist interviews (in person or on phone)	Week 19 th June 2017
Final decision	Week 26 th June 2017
Inception meeting with successful bidder	Week 3 rd July 2017

This timetable is flexible to change in negotiation with chosen supplier.

EVALUATION CRITERIA

Supplier responses will be assessed using the following criteria and weightings:

Criteria	Weighting
Fitness for purpose -Understanding the brief -Track record: credibility of background/experience -Quality of proposal	45%
Methodology and approach -Clear and creative approach -Robust methodology demonstrating efficiency and effectiveness	40%
Costing/Price -Value for money	15%

Evaluation of all submitted responses will be undertaken by the evaluation panel which will consist of British Council representatives with relevant and significant experience and knowledge of the requirements.

Evaluation of all submissions will only consider information presented within the response. Previous/current relationships with suppliers cannot be taken into account when evaluating submissions unless the previous/current experience is clearly evidenced within the response. Evaluation will be fair and transparent.

The responses under each section will be scored based on the following British Council matrix:



Points	Interpretation
15	A comprehensive and strong answer indicating the supplier is fully capable and experienced to deliver the required outcomes. A detailed response that directly responds to all requirements with no ambiguity and relevant examples provided.
12	There are slight concerns that the supplier will not be able to achieve all the outcomes required and response lacked details of relevant experience. A less detailed response that broadly responds to the requirement with some ambiguity and few relevant examples provided.
10	There are concerns that the supplier will not be able to achieve the outcomes required and response significantly lacks details of relevant experience. A less detailed response that broadly responds to the requirement with some ambiguity and no/irrelevant examples provided.
5	There are serious indications that the supplier will not be able to achieve the outcomes required and has not provided appropriate evidence of experience to successfully deliver the outcomes required. A response that is not entirely relevant to the requirement, with ambiguity and lacking specific detail.
0	The answer is non-compliant and/or no relevant information has been received to demonstrate the supplier can achieve the required outcomes. No response or a response that is entirely irrelevant.