

Terms of Reference

Organization of the launching event of Albergo Diffuso Kruja

1. Introduction

The RisiAlbania Project is supported by the Swiss Agency for Development and Cooperation (SDC), in partnership by the Ministry of Finance and Economy of Albania and implemented by a consortium consisting of HELVETAS Swiss Intercooperation and Partners Albania for Change and Development. The overall goal of the project is to contribute to an increase in employment opportunities for young women and men (age 15-29) in Albania. This goal will be achieved through:

- (i) Enhanced growth and job creation by the private sector in three selected subsectors agro business, tourism, and ICT,
- (ii) Improved access to job opportunities and labor market information and services (intermediation), and
- (iii) Improved skills of young people by improving the offer of private training providers in the three selected sectors (labor supply).

In tourism, seasonality and a focus on coastal tourism are among the most prominent symptoms of a current market dysfunction in the Albanian tourism sector: there are few products that offer alternative experiences for tourists and the capacities of rural businesses to engage in tourism activities are weak.

RisiAlbania is supporting the implementation of sustainable development models in the Albanian rural areas including the Alberghi Diffusi model. With the collaboration of Alberghi Diffusi Association (ADA), we are piloting the implementation of the first Albergo Diffuso in Albania, in the old hamlet of Castle of Kruja, a sustainable development project aiming to revitalize the area and the community living in it, through involvement in tourism activities. The Albergo Diffuso Kruja (ADK) have been registered as private company and will start operating in November 2022, and a launching event is planned to be organized on **4th of November 2022**.

With this regard RISI will support the ADK in organizing the launching event, which is planned to be an interactive, one-day event distributed in some focal points within the Old Hamlet. The event will promote the ADK offer and impact in the area, demonstrating the authentic houses (renovated as guesthouses), and other products and experiences part of ADK offer that involve local businesses and community, such as local food providers, artisans, folk music groups, local guides etc.

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The two main goals of the event are: 1. Promoting the Alberghi Diffusi model as a sustainable tourism development for Albanian villages and old hamlet, and 2. Promoting the ADK offer, accommodations, food & gastronomy, tours and other products/services/experiences.

Beyond the local community participation, in the event is anticipated the participation of tourism private actors, as tour operators, touristic agencies, influencers and journalists, and public actors, such as Ministries, National Tourism Agency, Municipality of Kruja, Embassies and other donors.

2. Objectives of the Call

RisiAlbania invites event management companies with experience in managing similar events organization, to submit offers for supporting ADK in organizing the launching event, following specific requirements as per Section 3 below.

3. Technical requirements and Deliverables

RisiAlbania and ADK aim to organize an interactive event, involving also the local community and businesses, collaborators of ADK and part of its supply chain. The contracted party is required to provide full technical, logistic and design support prior and during the entire duration of the event.

The scope of work under this contract requires the following technical details and tasks.

Major Duties and Tasks

In collaboration and agreement with ADK, broadly, these will include:

- Finalization of the organizational plan for the event.
- Create the full visual identity of the event, incorporating existing brands such as logos of implementing partners and supporters.
- Advise on event programme and format that best delivers on the event objectives.
- Manage logistics, including venue, organization of stands, opening/inauguration ceremony, as well as logistics of side events happening within the reference area.
- Prepare full setting of the event timely prior to the launch ceremony.
- Provide on spot technical assistance throughout entire duration.
- Train/Instruct the ADK staff and collaborators that will be involved and part of the event.

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- Collaborate with ADK and other actors involved in each step during the preparation and during the day of the event.
- Keep frequent communication with responsible contact point at RisiAlbania on regular updates/issues etc.
- Mitigate all potential risks in terms of logistics and technical conditions needed for the successful organization of the event.

These are further detailed below:

- **PRE-EVENT**
 1. **Content:** Provide high-level advice and input into the event format and programme, drawing upon the organisation's already existing concept
 2. **Logistics:**
 - 2.1 provide full visual concept of the event
 - 2.2 apply the approved visual concept into all elements required (stands, LED wall, communication & promotion materials, badges, agendas, participant lists, inner and outer branding of the area where the event is taking place)
 - 2.3 provide adequate sound/audio solutions for the opening ceremony and inauguration.
 - 2.4 provide all physical infrastructural support (if needed stage, podium, chairs max for 20-30 seats)
 - 2.5 provide all other focal points stands (if needed)
 - 2.6 provide lighting solutions
- **DURING EVENT**
 1. Provide technical support on spot throughout the duration and appoint one (or more) person to manage
 2. Provide internet connection
 3. Ensure the smooth organization of the opening ceremony, in accordance to the concept and content agreed with RisiAlbania and ADK
- **POST-EVENT**
 1. Provide a full report of the work, all materials designed and financial reporting

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4. Submission of the proposals:

Full proposals must contain:

- A visual concept of the event (event visual identity);
- Samples of previous similar jobs;
- Financial offer (by detailed budget lines).

The proposals shall be submitted in English in hard copy and soft (on USB stick) in closed and stamped envelope to the address given below, by 29 September 2022, at 15:00 o'clock.

RisiAlbania,
Rr. Ismail Qemali, P.18, H.3, Ap.15,
Tirana, Albania
Tel.: +355 4 2248527

Proposals handed after this deadline will not be accepted. For any questions you might have related the application, please, write by email: info@risialbania.al within September 20th, 2022.

5. Selection process

The proposals submitted to RisiAlbania will be evaluated and scored against the following criteria.

Selection criteria	Scores (100 total)
Previous experience in similar inauguration event management	35
Experience in tourism event organization	35
The clarity of the proposal	20
Value for money of the expected support	10

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