

INVITATION TO SUBMIT APPLICATIONS FOR PRIME CONSULTANT

1.0 BACKGROUND

Produced in Montserrat Expo (PRIME) is the designated marketplace for all things produced in Montserrat. It is the ideal platform whereby locally created goods and services are given the spotlight treatment. It is the ideal platform whereby locally created goods and services are given the spotlight treatment. This spotlight empowers businesses to:

- Market their products to a wider cross-section of the population and gain added exposure
- Fuel and expand revenue and sales opportunities
- Network with other entrepreneurs and businesses
- Build customer relations and engage with customers and;
- Demonstrate the functionalities of their goods and/or services

2.0 PURPOSE

As it relates, the Government of Montserrat is seeking a suitably qualified person to be contracted within the Cabinet Secretariat (Montserrat) to provide expert advice and technical assistance to the PRIME Planning Committee in the planning and execution of PRIME 2024 which is carded to take place 27-28 July, 2024.

3.0 RESPONSIBILITIES

1. The Consultant, in collaboration with the PRIME Committee Chairperson, will develop the PRIME 2024 Plan and Budget for approval by the Deputy Financial Secretary.
2. Guide the preparation of Workplans to ensure adequate planning, budgeting and contingencies; and provide supervision and advice as required in the execution of these plans for each of the following Sub-Committees:
 - Venue and Décor
 - Vendors
 - Marketing and Promotions
 - Opening / Closing Ceremony and Entertainment
 - Merchandising
 - Food
 - Traffic
 - Media, Streaming and Sound
 - PRIME Time Feature – Schools' Innovation Competition
 - PRIME Website
 - Judging and Prizes
 - Entertainment
 - Budget / Finance

3. Meet with the Chairperson bi-weekly to assess progress and agree changes or mitigating actions.
4. Attend weekly PRIME Committee meetings or ad hoc as necessary.
5. Support and guide the point of contact for each Sub-Committee in contracting service providers and ensuring their timely and sufficient preparations for the event.
6. Lead the Vendor Sub-Committee in its vendor outreach activities to ensure increased registration and better vendor experience.
7. Solicit post-event feedback from PRIME Committee members as well as collate all Event Feedback and Evaluation Forms and prepare a post-event report.
8. Lead the Media and Marketing Sub-Committee in promoting PRIME with the objective of increasing public knowledge, participation, sales, sponsorship and general support for PRIME, by:
 - developing and overseeing implementation of the promotional plan for PRIME
 - collaborating with MAC and other relevant parties for social media posting assistance.
 - coordinating the creation of graphics, videos and other engaging content for social media
 - managing sponsor relationships based on sponsor packages and facilitate sponsor promotions on various platforms
 - liaising with the Government Information Unit (GIU), Audio Technician, and event host coordinate technical logistics
 - preparing a detailed brief for Host, covering all aspects of PRIME
9. Ensure the PRIME Website is kept up-to-date with relevant and interesting event information
 - Develop and or review content for the website
 - Oversee website activities by the assigned PRIME Committee member
10. Facilitate the achievement of the wider objectives of PRIME through effective communication and collaboration with the committee members, vendors, sponsors, and stakeholders.
11. Lead the preparation of the Post Event Report following the event. This report must include, at a minimum:
 - a 360-degree or similar evaluation of the event (Vendors, Planners and Attendees) and budget performance review
 - recommendations going forward
 - appendix of all templates for the effective administration of PRIME, that is, sponsorship letters, workplans, budgets, vendor agreements and all related forms

4.0 PROJECT DELIVERABLES

The **PRIME Consultant** will be responsible for delivering the following:

Content	Deadline
Draft PRIME 2024 Plan and Budget	One week following commencement of engagement
Sub-Committee Workplans	Two (2) weeks following commencement of engagement
A Finalized Plan for PRIME 2024	At least two (2) weeks prior to the event.
Post Event Report	Two (2) weeks following PRIME.

5.0 PROJECT ADMINISTRATION

The Consultant will be engaged for thirteen (13) weeks commencing May 13, 2024.

The Consultant will report to the Accounting Officer for the Cabinet Secretariat and will work in collaboration with the Director, Policy and Planning as the PRIME Committee Chairperson.

6.0 SELECTION CRITERIA

6.1 Skills and Knowledge

- i. Strong communication skills and the ability to work with diverse stakeholders.
- ii. Ability to work under pressure and multitask.
- iii. Demonstrates integrity, respect, agility, and sound judgement in all activities and interactions.
- iv. Excellent problem solving and decision-making skills.

6.2 Qualifications and Experience

- i. A minimum of a diploma or equivalent qualification in event planning and or marketing.
- ii. Demonstrated background in event planning and execution with at least five (5) years' experience working within the field and be able to evidence:
 - o Senior leadership experience in the field or experience leading a similar project; and
 - o Excellent ability to plan and deliver quality outcomes within the agreed timeframes and objectives.
- iii. Experience in website maintenance would be an asset.

7.0 CONTENT AND DEADLINE

Suitably qualified and experienced persons to submit their application comprising of their Curriculum Vitae (CV) along with a cover letter explaining the value he/she can add to this role and other supporting documents such as certificates of academic qualifications and professional reference letters.

A copy of this Invitation can be downloaded from the GoM Website on <https://tenders.gov.ms> or a hard copy can be collected from the Ministry of Finance and Economic Management in Brades.

7.1 Submission of Applications

Applications are to be placed in an envelope labelled ‘**Application for the PRIME Consultant**, addressed to the **Ministry of Finance and Economic Management** and submitted to the Head of Procurement, Ministry of Finance and Economic Management, Government Headquarters, Brades, Montserrat no later than **12:00 noon, local time, by May 8, 2024**.

Please do not write your name on this envelope. A receipt will be given.

8.0 EVALUATION

Applications will be assessed as follows:

No.	Criteria Description	Weight
i.	At least five (5) years’ experience working in the field of event planning and or marketing at a senior level or experience leading a similar project	30%
ii.	Diploma or equivalent qualification in event planning and or marketing	25%
iii.	Price Proposal	45%
TOTAL		100%

9.0 RENUMERATION

Payments will be made upon the satisfactory performance of the contract deliverables and according to the schedule below:

Deliverable	Percentage Drawdown of Total Contract Remuneration
Draft PRIME 2024 Plan and Budget	35%
Sub-Committee Workplans	20%
A Finalized Plan for PRIME 2024	20%
Post Event Report	30%
TOTAL	100%

The **PRIME Consultant** will be paid based on knowledge and experience. (inclusive of travel allowance) for the duration of the engagement. The relevant taxes apply as per the Income Tax Act.