



MINISTRY OF FINANCE AND THE PUBLIC SERVICE

TERMS OF REFERENCE

CONSULTANCY SERVICE

FOR:

Firm to provide services as events/conference planner for a National Conference on Standards & Quality to be hosted by the BSJ



1.0. BACKGROUND:

The Bureau of Standards Jamaica (BSJ) is a statutory body which was created by law under the Standards Act, 1969 to promote higher standards in commodities, processes and practices. The BSJ also administers the Processed Food Act, 1959 and the Weights and Measures Act, 1976. The BSJ falls under the portfolio of the Ministry of Industry, Commerce, Agriculture & Fisheries (MICAFA). A 14-member Standards Council appointed by Government is responsible for policy direction and the general administration of the organization, and an Executive Director for day-to-day operations of the organization. The BSJ also serves as the WTO/TBT National Enquiry Point and FAO/WHO Codex Alimentarius Commission Contact Point.

The Bureau of Standards Jamaica (BSJ) has restructured its operations from an inspection and enforcement agency to a trade facilitator and business enabler. The restructuring will see the National Compliance and Regulatory Agency (NCRA), taking on the regulatory arm of the Bureau, and the BSJ will focus on providing standards and quality related developmental services. With the changes, the BSJ will be able to facilitate business growth and efficiency through the application of standards and quality practices. This is in line with international best practices. The repositioned Bureau will also assist businesses through the development, promotion and use of standards, training, testing, label assessment and calibration services. as well as certification done through the NCRA will be added functions to support the new direction of the agency. The refocused BSJ will provide significant benefits to the local business community, adding that the use of standards is an important tool for increasing innovation, quality, consistency and business competitiveness.

The separation of the functions was necessary for the country's compliance with international considerations of the World Trade Organization (WTO), Technical Barriers to Trade Agreement. The repositioned BSJ will focus on helping businesses to understand standards and how to integrate these best practices in their operations; the rebranded BSJ will focus on standards, metrology and conformity assessment services and will be more responsive to the needs of the various industries while facilitating the development and provision of services by other public sector entities. One of the objectives of the conference will be to facilitate this change in the mindset of Jamaicans,

that the BSJ's mandate is on service provision and support to businesses rather than on enforcing regulations.

2.0. INTRODUCTION:

The Government of JAMAICA (GOJ) has embarked on a programme of rationalisation and transformation of key sectors of the public sector which are critical to enhancing competitiveness and growth. In doing so, the GOJ aims to create an enabling environment for the private sector and also fulfill the critical task of protecting the safety and health of consumers. The intent of government is to enable certain key agencies to become service providers in accordance with international good practices. To that end the GOJ, through the Ministry of Finance & the Public Service, has entered into agreement with the World Bank to finance initiatives under the Strategic Public Sector Transformation Project (SPSTP).

Strategic Public Sector Transformation Project (SPSTP):

The **SPSTP** was designed to strengthen public resource management and support selected public sector institutions in facilitating a more enabling environment for growth. The project, funded by the World Bank, allows for the provision of technical assistance to address public sector transformation activities so as to achieve reforms of key institutions and overarching systems and processes in delivering on key outcomes for growth in the private sector. For Jamaica's private sector to thrive, its public institutions must create a supportive environment. The situation which existed prior to this intervention was that agencies responsible for managing imports and exports and setting health and safety standards retarded, rather than fostered, private sector development. It was the case where the public sector was perceived as inhibiting the growth of the private sector and not delivering services that would enhance productivity and grow the economy.

Support provided to the BSJ through the SPSTP, represents one of the initiatives designed to improve health and safety standards in the country. Part of the proceeds of

the financing will therefore be used to support the continuing restructuring of the Bureau of Standards of Jamaica (BSJ) in developing a National Quality Infrastructure that will enhance trade facilitation and industry growth as well as, protection of the health and safety for the Jamaican people.

2.1. THE GOAL OF THE CONFERENCE

The overall goal of the conference is to provide international perspectives on standards and quality for development and growth, shared the experiences of different countries/industries/businesses of growth through the application of standards and quality principles and to encourage Jamaican stakeholders to pursue sustainable development and growth by building on a foundation of standards and quality.

The ***National Conference on Standards & Quality*** will present an opportunity for the BSJ to inform national stakeholders of the support available to enhance the quality of their output and position them to be more competitive and in so doing, enhance private sector growth. The BSJ will establish a Conference Planning Committee (CPC) to be Chaired by the Technical Coordinator Component 5 of the SPSTP. The CPC will be the accountable body for the planning of the conference and the firm to be engaged will work closely with the CPC and its various sub-committees in the planning and organisation of the Conference. The Conference will be held over three (3) days in the first quarter of 2020. The specific period will be determined at the first meeting of the CPC. The sub-committees will also be established at that time and shall include but not limited to the following areas:

- Conference programme – theme, tracks, number of presentations per track, time allotted to each presentation, schedule etc.
- Finance – source of funding, budget review, registration rates (early bird, regular etc.), allocation of budget etc.
- Conference memorabilia & venue – what will be given in conference packages, selecting conference venue;
- Awards – who or which organisation(s) will be awarded and the award to be presented

- Banquet & entertainment – planning the awards banquet, arranging entertainment for attendees after sessions for the three (3) days, pricing awards banquet etc.
- Security, Safety and medical support – Arranging for medical assistance if needed
- Advertisement & promotion – promoting the conference nationally and regionally and internationally, brochures, banners, advertisement, conference magazine, conference attendance target number, invitations to regional bodies etc.
- Determination of international and foreign agencies /entities to be invited as sponsors, presenters, workshop hosts etc.
- Presentations – determining timelines for the “Call for Papers” and call for demonstration workshops, selection of papers to be presented, selection of plenary and keynote speakers, keynote speaker for awards banquet etc.
- Sponsorship & booth rentals – selecting and soliciting sponsors – determining sponsors packages, determining booth size and numbers and rental rates for the three days

3.0. OBJECTIVES OF THE CONFERENCE:

The objectives for the Conference are:

- To promote standards and quality as a vehicle for national development and realizing Vision 2030
- To highlight the role of standards and quality in the economic growth and development of economies globally
- To examine and highlight the knowledge base, infrastructure and capabilities required for implementing S and Q imperatives for realizing Vision 2030 Goals.
- To provide exposure to Jamaica’s National Quality Policy and the National Quality Infrastructure
- To reposition the BSJ in the minds of Jamaican stakeholders as an enabler
- To provide exposure to broad-based stakeholder groups on how quality and standards can improve market competitiveness and business growth
- To provide a forum that will allow stakeholders to hear from renowned international and national speakers on the national/business value of quality and standards
- To promote the value of quality and standards for health and safety

- To share experiences with the use of standards and quality in national development, business innovation, trade and economic growth
- To foster new partnerships for development between the users/potential users of S&Q services and the National Quality Infrastructure
- To encourage demand for the standards and quality services of the NQI
- To provide parallel workshop-type training on topics that are of value to stakeholders in Accreditation and Conformity Assessment processes, metrology impact on national development, value and use of standards in business planning, development and profitability, etc.

4.0. SCOPE OF WORKS:

- i. Support the process to refine the theme for the Conference, and the tracks related to the theme that will respond to the objectives outlined above;
- ii. Support the development of the Conference programme, in keeping with the tracks that will allow for presenters to bring ideas that will be of interest to the target group while satisfying the objectives outlined in section 3 above;
- iii. Design and manage the registration system for the conference including pre-conference registration and on-site registration;
- iv. Develop the budget and business plan for the conference with a percentage [*to be agreed with the CPC*] of the cost coming from sponsorships in kind or cash and booth rentals;
- v. Collaborate with the relevant staff of the BSJ and the Technical Coordinator, Component 5, with regards to soliciting sponsorships and prizes in line with the amount stated in the budget;
- vi. Design layout for exhibit booths and arrange for booths to be provided, the firm is also expected to develop the pricing structure for the exhibit booths and arrange for booth rentals;
- vii. Target exhibitors who will bring diversity across the various sectors in the economy;
- viii. Provide administrative services for all Conference Committee and sub-committees meetings;
- ix. Provide technical advice and implement actions from the various sub-committees;
- x. Identify and secure Conference venue suitable for all planned activities including the awards banquet;
- xi. Lead negotiation for venue and accommodation packages;
- xii. Setting up and servicing the conference secretariat on site for the three days;
- xiii. Arranging for all equipment, services and support for presentations including projectors and screens, sound system and microphones, recorders, computers for

- registration and secretariat services at conference site, photographers, videographers etc.;
- xiv. Arrange for the recording of presentations to be made available to participants to cover cost;
 - xv. Troubleshooting and logistics management during the period of the conference including transport, airport transfers, special treatment due to diet or health, liaison with the staff of conference venue and accommodation as required for the smooth running of the conference;
 - xvi. Advertising and promotion of conference via all media forms including social media, preparing any required press releases;
 - xvii. Preparing letters of invitation and sponsorship solicitation letters & vendors targeted for booth rental;
 - xviii. Confirmation of participants, telephone calls etc.
 - xix. Obtain quotation from prospective suppliers
 - xx. Manage the Conference setting-up and closing out activities ensuring all assets, materials and supplies are secured and returned to the supplier at the end of the Conference;
 - xxi. Support the CPC in the preparation of the conference report including expenditure, revenue etc.;
 - xxii. Reporting and execution of any conference related task assigned by the Chair of the CPC during the planning period as well as, during the Conference.
 - xxiii. Assess the need for and arrange all appropriate security and safety services for the period of the conference
 - xxiv. Arrange for the design, preparation and distribution to participants/potential participants of conference brochure
 - xxv. Develop TOR and assist with establishment of a pre-conference, conference and post-conference secretariat

5.0. METHODOLOGY:

The firm/events planner is expected to employ proven and accepted best practice when planning for events of this nature. The firm should demonstrate through the conference business plan that all logistics and administrative details and services core to a successful conference are identified and covered. One of the objectives of the Conference relates to building the image of the National Quality Infrastructure and the firm in delivering on the services is expected to be sensitive to this.

6.0. DELIVERABLES:

The deliverables under this engagement are as specified in the table below. All presentations/reports on activities undertaken must conform to the following minimum standards:

- a) should use language appropriate for the intended audience;
- b) should be comprehensive, properly formatted and well presented;

The key deliverables under this engagement are as specified in the table below:

KEY DELIVERABLES	PERFORMANCE STANDARDS
1. Business plan & budget	Should be comprehensive and aligned to the tasks detailed at (i) – (vii) & (xxiii) in the scope of works
2. Reports as agreed on support services provided	Should be comprehensive and aligned to the tasks detailed at (viii) – (ix) & (xvii) in the scope of works
3. Securing Conference venue	Report on related actions detailed at (x) & (xi) of the scope of works
4. Logistic support	Report on related actions detailed at (xii) – (xv) & (xxi) of the scope of works
5. Conference promotion and media relations	Report on related actions detailed at (xvi) – (xvii) & (xxii) of the scope of works
6. Conference site management	Report on related actions detailed at (xviii) of the scope of works
7. Close out reporting, service quality & standards	Report on related actions detailed at (xix) - (xx) of the scope of works

6.1 “Sign-off” Procedure

The Firm/events planner will work with the Technical Coordinator Component 5 of the SPSTP and Conference Chair to ensure that the deliverables align with the objective of this assignment. The Technical Coordinator Component 5 of the SPSTP and Conference Chair, in collaboration with key NQI stakeholders, will review and authorise acceptance of all deliverables produced. Sign off for payment will be done by the Project Manager SPSTP subject to authorisation received from the Technical Coordinator Component 5 of the SPSTP and Conference Chair.

6.2 Variations

All proposed changes to the deliverables must be discussed with the Technical Coordinator Component 5 of the SPSTP and Conference Chair and notified to the Project Manager SPSTP. Adjustments to the TOR may be accommodated through discussion and mutual agreement with the Technical Coordinator Component 5 of the SPSTP and Conference Chair, the Procurement Specialist and notified to the Project Manager SPSTP.

7.0 QUALIFICATIONS AND TECHNICAL EXPERTISE REQUIRED

The Firm should have:

- At least 5+ years' experience in events planning of a similar nature
- Five years' experience in planning at least three large events/conferences

Team members should have:

- Team leader:
 - First degree in marketing, management, hospitality management or a related field
 - 5+ years' events management experience
 - Professional certification in events management would be an asset
 - Excellent time management and communications skills
 - Creative with keen attention to detail, good negotiator and problem solver
 - Experienced in budgeting for events
 - Knowledge of fund raising / soliciting sponsorships for events
- Team members:
- Events Management Specialist
 - At minimum NVQ level 3 or 4 qualification in events management, hospitality, sound engineering, security management, logistics or equivalent
 - Superior attention to detail; first class organizational skills

- Strong time management skills and ability to manage concurrent tasks efficiently
 - High energy, positive, professional attitude, pride in work product
 - Good written and verbal communication skills
 - Innovative and resourceful
 - Exceptional client service skills and enjoys working with the public
 - Good computer skills
- Team members:
 - Logistics Coordinator
 - At minimum NVQ level 3 or 4 qualification in Logistics, hospitality, or events management or equivalent
 - Superior attention to detail; first class organizational skills
 - Strong time management skills and ability to manage concurrent tasks efficiently
 - High energy, positive, professional attitude, pride in work product
 - Good written and verbal communication skills
 - Innovative and resourceful
 - Exceptional client service skills and enjoys working with the public
 - Good computer skills

8.0 COMMENCEMENT DATE AND PERIOD OF EXECUTION

The Firm/events planner is expected to produce his/her deliverables under this assignment in 185 days over a 12 months duration, commencing March, 2019.

9.0 CHARACTERISTICS OF THE CONSULTANCY

Type of Consultancy:	Firm
Duration of Contract	185 days over 12 months
Place of Work:	Firms location
Type of Contract:	Fixed Price Contract
Payment Responsibility	MOFPS, SPSTP Project Office
NB: The contract amount includes all costs related to undertaking the consultancy.	

10.0. CONDITIONS

The Firm/events planner is expected to have the tools & resources to undertake this assignment; meeting room as necessary, will be provided by the BSJ or the SPSTP. All materials and documents accessed during the conduct of this consultancy remains the property of the BSJ and is not authorized for use by the Firm for any other purpose than for the effective conduct of the assignment, unless expressly authorized in writing by the Executive Director, BSJ. Travel as required under this assignment is authorized and should be included in the bid price, along with other detailed relevant overheads.