



*Celebrating 70 Years of  
Struggle and Excellence*

**REQUEST FOR PROPOSAL  
FOR EVENT MANAGEMENT**

**Background**

Pakistan is rising as it has been recognized by international financial institutions, economic experts, political elders and the media. This all is happening in the overall framework of Vision-2025 which envisages to see Pakistan in top 25 countries of the world by 2025. We want to highlight the success story of Pakistan in conjunction with 70 years Independence celebrations by organizing an international conference. The conference will showcase the past seven decades development journey of Pakistan in a befitting manner with a futuristic outlook of Vision 2025. We aim to invite leading national and international political, economic, cultural, entrepreneurial, developmental and academic leaders to highlight the development journey of Pakistan with particular reference to the achievements during 2013-17. On the side lines, we intend to showcase the colourful and diversified landscape of Pakistani culture, national heritage, archival treasures, cuisines and tourist attractions. The conference will be held for two-three days in the first week of August 2017.

**Deliverables**

We want to engage services of an experienced firm of international repute to organize this conference on turnkey basis. The successful firm should deliver, inter alia, the following:

- Title and logo of the conference
- Event concept, venue, branding, display, etc.
- Invitation to national and international icons, speakers, delegates
- Travel, lodging and administrative support to the invited guests
- Selection and organization of sessions along with their themes and their corresponding elements
- Comprehensive media campaigns through all media platforms (TVCs, print and SM ads)
- Appropriate media coverage of the event through all media platforms
- All logistic arrangements of the event
- A consolidated final report of the event in print and visual forms
- Overall arrangement and organization of the event in a befitting manner
- Financial proposal and past experience of holding events of similar nature

Eligibility criteria and the detailed TORs are available in the bidding documents available on [www.ppra.org.pk](http://www.ppra.org.pk) & [www.pc.gov.pk](http://www.pc.gov.pk)  
Please submit your technical and financial proposal within 15 days of publication of this advertisement.



**Planning Commission**  
Ministry of Planning, Development & Reform  
Government of Pakistan  
Block "P", Pak Secretariat Islamabad  
Ph: +92 51 9206241, E-mail: [devcom.mop@gmail.com](mailto:devcom.mop@gmail.com)

PID(0) 6045/16

## **TORs for the Event of 70 Years Celebrations**

- The applicant firm should have 3-4 years of experience of holding such events.
- The applicant firm should have team of experts who has an experience of 3-5 years (attached CVs).
- The applicant firm should attach its financial statement to show their financial strength to hold such an important event.
- Event would be held in the first week of August, 2017.
- Event should be organized for 2 – 3 days.
- Event organizers should provide details of the venues separately for inaugural and closing ceremonies.
- Themes for parallel sessions, number of participants, in each of these suggested audience, suggest if its necessary.
- Provide names of the industry leaders who can participate in each of the thematic sessions.
- Provide names of the experts or celebrities bearing global fame due to specific achievements in their domains.
- Provide complete media, publicity and branding strategy for pre/post event scenarios.
- Any further query can be sent on the phone number provide in the original advertisement.



**(Muhammad Asim Khan)**  
Special Assistant to Minister