

**ANNEXURE B – TERMS OF REFERENCE: APPOINTMENT OF EVENTS MANAGEMENT
COMPANY FOR SOUL CITY INSTITUTE'S 30TH ANNIVERSARY CELEBRATION**

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1. ORGANISATIONAL OVERVIEW

The Soul City Institute for Social Justice (SOUL CITY) is a South African feminist organisation that has worked for 30 years to promote gender justice, sexual and reproductive health and rights (SRHR) and to challenge systemic violence and inequality. As we mark this important milestone, we intend to host a celebratory and impactful event that honours our past, celebrates our present and envisions a bold feminist future.

SOUL CITY is guided by the South African Constitution, with a focus on parts such as Section 27 that outline that everyone has the right to have access to healthcare services, including reproductive healthcare. We work tirelessly to make these and other rights such as the right to freedom, dignity and equality a reality for all, particularly for those who find themselves on the margins of oppression. SCI operates according to the principles and values of human rights, using an intersectional approach to ensure that nobody is left behind in the goal of eradicating poverty and ensuring equity for all.

2. BACKGROUND

SOUL CITY seeks to appoint a professional and experienced events management company to plan, coordinate and deliver a high-quality event for its 30th Anniversary Celebration. The 30th Anniversary event is envisioned not only as a celebration but as a high-impact advocacy platform. The appointed service provider must ensure that the event reflects Soul City's feminist values, is inclusive and engaging, and leverages both physical and digital formats to reach a broad and diverse audience.

3. SCOPE OF WORK

The appointed service provider will be required to plan, manage, and execute a high-quality anniversary event and two lead-up activities, ensuring end-to-end coordination, delivery excellence, and alignment with Soul City's feminist identity and strategic advocacy goals.

3.1. Event Planning and Management

The service provider must oversee all aspects of project planning and event management. This includes:

- 3.1.1. Develop and manage a comprehensive event project plan including key deliverables, approval milestones, and responsibilities from inception to close-out. The plan must be submitted within 5 working days of project initiation.
- 3.1.2. Conceptualise and deliver two strategic lead-up events, in consultation with Soul City, to build momentum and stakeholder engagement ahead of the main event. Proposals must outline format, intended audience, and objectives for each lead-up event.
- 3.1.3. Design and propose an event concept and theme that reflects Soul City's feminist identity, advocacy focus, and 30-year legacy. This must include suggested event title(s), visual direction, tone, and sample agenda.
- 3.1.4. Coordinate and manage the full suite of event logistics, including:
 - Venue sourcing and booking (including layout plan and venue specs)
 - Stage and technical setup (audio, lighting, screens, livestream setup)
 - Branding and signage (production, placement, and installation)
 - Guest management (RSVP system, guest list coordination, VIP protocol, accessibility)
 - Catering (inclusive of dietary restrictions, vegetarian/halal options, sustainability practices)

- Staffing (registration desk, ushers, security, technical crew, medical standby)
- Implementation of health, safety, and security protocols

3.1.5. Ensure that all third-party suppliers (e.g. caterers, AV technicians, security) are procured, managed, and paid by the service provider. Final decisions on major service providers will be subject to Soul City's approval.

3.2. Creative and Production

The service provider will be responsible for developing and producing all creative and event collateral. This includes:

- 3.2.1. Develop a strong visual identity and creative direction for the event, aligned with Soul City's brand guidelines and 30-year milestone. This should include at least two (2) thematic concept options for consideration.
- 3.2.2. Design and produce all physical and digital materials including invitations, programme booklets, name badges, banners, holding slides, branded merchandise, etc.
- 3.2.3. Manage all printing, packaging and delivery of creative materials.
- 3.2.4. Appoint and brief a professional Master of Ceremonies (MC), technical show director, and support crew responsible for running the programme, coordinating cue sheets, and managing transitions on the day of the event. These roles must be clearly outlined in the proposal.
- 3.2.5. Coordinate video and photographic coverage of the full event, including both candid documentation and curated assets. All footage and images will become the intellectual property of Soul City Institute and must be delivered in editable formats.

3.3. Advocacy and Media Integration

The event must reflect Soul City's advocacy agenda and be designed to maximise media and public engagement.

- 3.3.1. Ensure the integration of Soul City's 30-year advocacy messaging across all event elements, including visual branding, speaker content, scripted messages, and multimedia.
- 3.3.2. Collaborate with Soul City's Communications and Advocacy team on all PR, media, and social media strategies — including hashtags, media list engagement, content scheduling and speaker quotes.
- 3.3.3. Provide a full hybrid participation solution to accommodate both in-person and virtual attendees.

This includes:

- Live streaming (minimum 720p) via Zoom, YouTube, or similar
- Technical support and platform moderation
- Managing virtual guest engagement (Q&A, polls, etc.)
- Integration of remote/virtual speakers (if applicable)

3.4. Post-Event Reporting

The service provider must compile a comprehensive close-out report and present lessons learnt.

- 3.4.1. Submit a full post-event report within 10 working days of the event. The report must include:
 - Event summary and run-of-show
 - Attendance statistics (confirmed guests vs actual attendance)
 - Visual documentation: high-res photos, video links

- Feedback from guests (via surveys or comment cards)
- Engagement data (social media, livestream viewers, platform metrics)
- Reflections on implementation challenges and successes

3.4.2. Conduct a debrief session with Soul City within 15 working days after the event, to discuss the report and outline learnings and recommendations for future milestone events.

4. EVENT PROGRAMME (PRELIMINARY)

- **Provisional Date:** October 2025 (exact date to be confirmed)
- **Location:** Johannesburg (venue to be confirmed in collaboration with service provider)
- **Expected Attendance:** Approx. 150–200, including stakeholders, donors, activists, media, government and international partners
- **Event Format:** Evening event (3–4 hours) structured as follows:
 - Short formal programme,
 - Awards or recognitions,
 - 20–30-minute documentary viewing (Note: *The documentary will be supplied by Soul City Institute; the service provider is not responsible for producing this*)
 - A networking and social engagement segment

5. DURATION AND TIMELINE

The service provider will be appointed for a 3-month period commencing 01 August 2025 and ending with submission of the final post-event report.

A detailed implementation timeline must be submitted by the service provider within five (5) working days of contracting. This timeline must include:

- Planning meetings and concept approvals
- Venue/site inspections and confirmation
- Branding and design approvals
- Supplier onboarding and technical checks
- Rehearsals and live event date
- Post-event reporting deadlines and debrief

Time-sensitive deliverables (e.g., print deadlines, guest confirmations, media planning) must be reflected in the timeline. Soul City will review and approve the project timeline prior to execution.