



REQUEST FOR PROPOSAL FOR PROVISION OF CONSULTING SERVICES

**ELIGIBLE TO KENYAN CONSULTING FIRMS ONLY
(NOT INDIVIDUALS)**

TERMS OF REFERENCE (TOR)

LUMP-SUM CONTRACT

**Description of Bid: ENGAGEMENT FOR MODERATION OF THE 2026 -2030
MESPT STRATEGIC PLAN LAUNCH EVENT.**

Bid Number: MESPT-EXE-10044-2026

Bid Closing/Opening Date: 19th March 2026

Bid Opening Time: 12:00 noon East Africa Time

Issue Date: 5th March 2026

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I. BACKGROUND

Micro Enterprises Support Programme Trust (MESPT) is a development organization that was established in 2002 by the government of Kenya and DANIDA. The main goal of the Trust is to promote economic growth, employment creation and poverty alleviation through the provision of credit to financial intermediaries and through the development of agricultural value chains and market systems which is underpinned by the principles of sustainable natural resource management (green growth). MESPT has implemented its mandate through two core functions; programmatic operations and credit function. Programmatic operations have largely focussed on value chain and market systems development while credit function has been geared towards the wholesale lending with a focus on creating financial inclusion in value chain development.

MESPT has successfully concluded the implementation of its five-year Strategic Plan (2021–2025), which focused on Agri-Enterprise Development, Financial Inclusion, Agricultural Productivity and Food Safety, and Green Transformation for Micro, Small, and Medium Enterprises (MSMEs). During this period, MESPT supported 72,643 farmers who collectively produced 166,012 metric tons of agricultural produce valued at KES 6.81 billion at farm-gate prices. The programme facilitated the creation of 2,768 decent and casual jobs, with youth accounting for 53% of the positions. MESPT's loan portfolio grew to KES 2 billion, benefiting 41,350 value chain actors, 67% of whom were women and 25% youth thereby strengthening inclusive access to finance. Additionally, food safety and climate adaptation initiatives reached 62,012 farmers, including 23,344 who received targeted training. Overall, the organization achieved an 81% implementation rate of its Strategic Plan, demonstrating strong delivery and measurable impact across all the focus areas.

As MESPT concludes its 2021–2025 Strategic Plan and transitions into its 2026–2030 Strategic Plan, the Trust intends to host a high-level launch event on **15th April 2026**. The event will convene donors, development partners, government representatives, private sector actors, financial institutions, consortium partners, and beneficiaries.



To ensure a professional, impactful, and engaging launch, MESPT seeks to procure the services of a qualified firm to:

- i. Provide a highly competent Master of Ceremony (MC) to facilitate the launch of the event.
- ii. Develop a high-quality 2021–2025 Impact Video using existing photos and video clips in collaboration with the MESPT Corporate Communications Team.
- iii. Support audience engagement during the event.

2. Objective of the Assignment

The overall objective of this assignment is to:

- Deliver a professionally moderated Strategic Plan Launch event that reflects MESPT's stature and credibility.
- Produce a compelling, high-quality Impact Video showcasing achievements and transformative outcomes from the 2021–2025 strategic period.
- Ensure effective audience engagement and seamless event flow.

3. Scope of Work

The firm selected shall undertake the following:

A. Development of 2021–2025 Impact Video

In close collaboration with MESPT's Corporate Communications Team:

- i. Review existing:
 - Photographs
 - Video footage
 - Testimonials



- Programme highlights
- Impact data

- ii. Conceptualize and develop:
 - a. A creative storyline and script aligned with MESPT's brand and values.
 - b. A professional voice-over (if required).
 - c. Graphics, subtitles, and branded visual elements.
 - d. Data visualization elements (impact metrics, growth figures, beneficiaries reached, etc.).

- iii. Produce:
 - a. A 5–7-minute high-quality Impact Video.
 - b. Versions suitable for:
 - i. Launch event screening
 - ii. Social media platforms
 - iii. Website use

- iv. Incorporate:
 - a. Clear demonstration of impact across thematic areas including financial inclusion, climate resilience, enterprise development, and institutional strengthening.
 - b. Beneficiary voices and transformative stories where available.
 - c. A strong transition message into the 2026–2030 Strategic Plan.

B. Master of Ceremony (MC) Services

The firm shall provide a highly professional, experienced MC who will:

- i. Work with MESPT prior to the event to:
 - Understand the Strategic Plan 2026–2030.
 - Align messaging with MESPT's institutional positioning.
 - Review the event programme and speakers.

- Participate in pre-event briefings and rehearsals.
- ii. On the event day:
 - Professionally moderate the full programme.
 - Introduce speakers with clarity and gravitas.
 - Maintain energy and engagement throughout the event.
 - Manage time efficiently.
 - Transition seamlessly between programme segments.
 - Encourage audience participation and interaction.
- iii. Ensure:
 - Appropriate tone for a high-level stakeholder audience.
 - Inclusive and respectful engagement.
 - Strong audience connection and attention retention.

C. Audience Engagement Capacity

The firm must demonstrate the capacity to:

- Facilitate interactive segments where required.
- Use structured engagement techniques (Q&A moderation, guided reflection, live interaction tools if applicable).
- Support smooth coordination between speakers, the technical team, and the audience.
- Enhance overall event experience.

4. Deliverables

The firm shall deliver:

- a) Approved Impact Video (5–7 minutes) by agreed deadline prior to 15th April 2026.
- b) Short social media version (1–2 minutes).
- c) Final event script and run-of-show document.
- d) Full MC facilitation services on 15th April 2026.
- e) Post-event video files and raw edited master copy.

5. Duration of the Assignment

The assignment shall commence upon contract signing and conclude after successful delivery of the Strategic Plan Launch event on 15th April 2026.

The Impact Video must be finalized and approved at least one week before the launch event.

6. Required Qualifications and Experience

The firm must demonstrate:

- Proven experience in event moderation for high-level corporate or development sector events.
- At least 5 years of experience in professional MC services.
- Demonstrated experience in producing high-quality institutional or impact videos.
- Strong storytelling and script development capability.
- Access to professional video editing equipment and software.
- Excellent communication and audience engagement skills.
- Understanding of development sector programming (added advantage).
- Portfolio of similar assignments (mandatory).

7. Proposal Requirements

Interested firms shall submit:

- i. Technical Proposal including:
 - Understanding of the assignment.
 - Proposed approach and methodology.
 - Concept note for the Impact Video.
 - Profile of the proposed MC.
 - Relevant experience and portfolio.
 - Work plan and timelines.



- ii. Financial Proposal including:
 - o Itemized budget for:
 - Video production
 - MC services
 - Pre-event planning
 - Any additional engagement elements

8. Reporting and Supervision

The selected firm will report to the MESPT CEO in liaison with the Corporate Communications Team and work closely with designated focal persons for approvals and coordination.

9. Confidentiality

All materials provided by MESPT, including photos, videos, documents, and data, shall remain the property of MESPT and must not be shared without prior written consent.

10. Application Process

Interested applicants should send their proposals with CVs, previous work and a cover letter explaining how their experience addresses the requirements of the trust to the email address tender@mespt.org on or before **19th March 2026, 1200 noon**.

All clarifications should be sent to procurement@mespt.org and shall be accessible from this link: [Tender MESPT-EXE-10044-2026 - Strategic Launch MC](#) . All clarifications shall be posted at least 2 days before the closing date.

II. PART III: EVALUATION AND QUALIFICATION CRITERIA

Stage 1: Preliminary/Mandatory Evaluation

The following criteria shall apply for the preliminary/mandatory evaluation. Failure to meet the requirements of the preliminary/mandatory evaluation shall lead to disqualification from the rest of the bidding process.

1. Must submit a duly filled serialized Technical Proposal.
2. Must submit a duly filled Financial Proposal.
3. Must submit a current and valid Tax Compliance Certificate issued by the Kenya Revenue Authority.
4. Must submit copies of the Identification Card (ID) or passports of the proposed consultants.
5. Company certificate of registration/incorporation
6. Company CRI2.

Stage 2: Technical Evaluation

Proposals shall be evaluated based on:

Criteria	Score
Understanding of the assignment	10
Quality and creativity of the proposed approach.	20
Relevant experience and portfolio	20
Qualifications and experience of the proposed MC	20
Capacity to deliver within timelines	10
Total	80

Pass score is 60 points.

Stage 3: Financial Evaluation

Financial evaluation shall involve a comparison of the bid prices of the bidders who pass stage 1 and/or stage 2 and confirmation that the Bidder has quoted for the required items as per the

instructions set by MESPT. Thereafter use the award criteria below, Award will be made to the consultant with the highest combined technical & financial score.

Stage 4: Due Diligence Exercise

This stage shall involve confirmation and verification of the requirements and evidence submitted in Stage 1 and Stage 2, e.g. confirmation of previous client references/assignments, confirming validity of mandatory documents, e.t.c. All the processes that shall be involved in the due diligence exercise shall be stated here.

Bidders shall indicate three similar/relevant assignments undertaken in the last 5 years with the contact persons details, email address, and phone number

Stage 5: Award Criteria

The following award criteria shall be used

Selection method	Award Criteria
QCBS	Award will be made to the consultant with the highest combined technical & financial score

Engagement

Expected date of engagement

Expected date and address for contract negotiations:

Date: March 2025

Address: Westlands, Nairobi.



12. CONDITIONS

- i. MESPT reserves the right to accept or reject any proposal.
- ii. Any canvassing will lead to automatic cancellation of the submitted proposal.

13. FORMATS

FORMAT FOR THE TECHNICAL PROPOSAL

- 1) Power of Attorney to sign the Proposal.
- 2) Technical Proposal Submission Form
- 3) Consultant's Organization and Experience
- 4) Comments and Suggestions
- 5) Description of Approach, Methodology and Workplan
- 6) Work Schedule and Planning for Deliverables
- 7) Team Composition, Assignment, and Key Experts' Input

DATA SHEET

Negotiations and Award	
32.1	<p>Expected date and address for contract negotiations:</p> <p>Date: March 2026</p> <p>Address: Westlands, Nairobi.</p>
37.2	<p>Expected date for the commencement of the Services:</p> <p>Date: April 2026 at: <i>Nairobi</i>.</p>