



EXPRESSION OF INTEREST ADVERT.

Background:

Wezesha Impact is dedicated to equipping youth in Africa with the skills, tools, and networks necessary for productive and fulfilling work, ensuring that all youth in Africa thrive socially and economically. As the lead partner in the implementation of the i-UPSHIFT Skills and Enterprise Project, we are committed to providing 1,200 youth from refugee and host communities in Uganda with the skills and resources to become successful entrepreneurs, consequently contributing to their communities' economic development and promoting social and economic inclusion.

Wezesha Impact will lead in organising the i-Upshift National Youth Summit scheduled for 31st May 2024 to spotlight the innovative initiatives of young individuals and underscore the transformative influence of the i-UPSHIFT project on 1,200 youths from forcibly displaced or host communities.

The Final Meet Up preceding the National Youth Summit will attract 2,000 participants and guests from 5 implementing partners operating in Kampala, Arua and Isingiro districts. 180 youth groups will compete at the Final Meet Up in which 50 of the most outstanding youth groups will advance to the National Youth Summit and awards ceremony.

The top 50 groups, representing all implementing regions, will showcase their innovative business ventures at the Youth Summit, vying for the prestigious national award per group, in an event anticipated to host 500 distinguished guests.

Scope:

Wezesha Impact is currently seeking experienced and reputable service providers to provide Event Management services in the following specific categories:

1. MEDIA MANAGEMENT

- **Print Media Coverage:** Write a comprehensive story about the event to be featured in print media.
- **Television Broadcast:** Arrange for the event to be broadcasted during prime news hours on television.
- **Radio Broadcast:** Coordinate the airing of the event during prime news hours on radio channels.



- **Television Advertisements:** Plan and execute television adverts to run prior to the event, maximizing viewership.
- **Radio Advertisements:** Strategize radio adverts to be broadcasted prior to the event, reaching a wide audience.
- **Influencer Collaboration:** Engage with influencers to amplify the event's message and reach diverse audiences.
- **Social Media Advertising:** Implement targeted advertising campaigns across various social media platforms to increase event visibility.
- **Creation of Engaging Infographics:** Develop visually compelling infographics tailored for both visual and audio media, ensuring maximum engagement.
- **Press Conference Management:** Organize and oversee press conferences to facilitate media coverage and address inquiries.
- **Interviews and Testimonials:** Conduct interviews and capture impactful testimonials during the event to reinforce key messages and enhance credibility.

2. DOCUMENTARY MANAGEMENT

- **Footage of Final Pitching Session:** Capture the vibrant energy and enthusiasm as 36 youth groups present their innovative ideas during the final pitching session in Mid-May 2024 in Kampala, Isingiro and Arua.
- **50 Three-Minute Pitch Videos:** Produce engaging and compelling videos to showcase the pitches of 50 youth-led initiatives from our partner organisations Kampala, Isingiro and Arua. Each video will be approximately three minutes long, highlighting the creativity and impact of each project.
- **36 Wezesha Pitch Videos:** Create visually captivating videos that delve into the mission, vision, and impact of the 36 Wezesha-supported projects. These videos will convey the unique stories and aspirations of each project, emphasizing their significance and potential.
- **10 to 15-Minute Documentary of the i-Upshift Journey:** Craft a powerful documentary that chronicles the transformative journey of i-Upshift. Through immersive storytelling, showcase the evolution of youth entrepreneurship and social innovation, capturing key moments and insights that highlight the program's impact and influence.



- **Experiential Video for 10 Winning Wezesha Groups:** Produce experiential videos that provide an intimate glimpse into the journeys of the 10 winning Wezesha groups. These videos will offer viewers an immersive and emotive experience, allowing them to connect deeply with the stories, challenges, and triumphs of each group.

3. EVENT MANAGEMENT AND PRODUCTION

- **Venue Setup:** Including lighting, sound, and LED screens to enhance the atmosphere and engagement.
- **Stage Setup:** Creating an engaging and professional platform for speakers, performers, and presenters.
- **Live Streaming:** Broadcasting the event across platforms such as Twitter and other relevant channels to reach a wider audience.
- **Branding and Visibility:** Ensuring that the event reflects the branding of the organisers and development partners, with clear signage and promotional materials.
- **Exhibition/Showcase of Youth Innovations:** Providing a space for showcasing the creativity and innovation of young talents, fostering networking and collaboration.
- **Pre-Event Rehearsal:** Conducting thorough run-throughs to ensure smooth execution and address any potential issues before the event.
- **3D Impression of the Event:** Utilising advanced technology to create immersive visual representations of the event layout and design.
- **Risk Management:** Identifying and mitigating potential risks to ensure the safety and success of the event.
- **Decoration:** Enhancing the ambiance and theme of the event through creative and cohesive decor elements.
- **PA Systems:** Providing high-quality audio systems for clear communication and impactful presentations.
- **Onsite Management:** Overseeing all aspects of the event execution on-site, including coordination of vendors, staff, and logistics.
- **Videography and Photography:** Capturing high-quality footage and images to document and promote the event before, during, and after.
- **Special Effects:** Incorporating visual and audio effects to add excitement and flair to key moments of the event.



- **Events Report:** Compiling a comprehensive report detailing key metrics, feedback, and insights gathered from the event.
- **Video Recap of the Event:** Creating a dynamic and engaging video recap summarising the highlights and key moments of the event for promotional purposes.

To express your interest or for further inquiries, please contact contact@wezeshaimpact.org by 06th May 2024.

We look forward to receiving your expression of interest and exploring the possibility of working together to create an impactful and memorable event.