**TERMS OF REFERENCE**

**Live video transmission and Media outreach**

Position: Consultancy (Company/Agency/Individual)

Duration of Assignment: 1 day (June 16, 2025)

1. **Background**

To promote women’s political participation and advocate for direct representation, a high-level roundtable on “Direct Voting for Women” will be organised in collaboration with *The Daily Star*. The event will bring together policymakers, civil society, media, and electoral experts to discuss systemic reforms. To ensure broader reach and engagement, a consultant will be hired to provide high-quality live video transmission and media outreach. This will support real-time dissemination, enhance visibility, and strengthen advocacy for women’s political empowerment.

1. **Objective of the task**

The objective of this assignment is to ensure high-quality live video coverage and effective media outreach for the roundtable discussion on “Direct Voting for Women.” The consultant will be responsible for capturing and streaming the event in real-time, while also supporting strategic media engagement to amplify key messages. The content will be used to increase public awareness, engage stakeholders, and strengthen advocacy efforts through both traditional and digital platforms.

1. **Scope of the services**

The consultancy company/agency/consultant will be commissioned for the following specific responsibilities which include, but are not limited:

* Providing high-quality live video transmission of the roundtable event.
* Capturing key visuals, including speaker shots, audience engagement, and interviews.
* Coordinating with media partners for coverage in print, online, and broadcast outlets.
* Preparing a press release and managing media outreach.
* Sharing real-time updates and content on digital platforms.
1. **Responsibilities of the Signing Parties**
2. **ActionAid Bangladesh:**
* Provide a clear briefing on the assignment objectives and event details.
* Facilitate necessary logistical support and coordination with event organisers and partners.
* Share branding and communication guidelines to ensure content alignment. Provide timely feedback on the captured images and videos.
* Offer timely feedback on live transmission setup, media content, and final outputs.
1. **Consultancy Company:**
* Capture high-quality photos and videos as per the agreed scope for live broadcast.
* Immediately upload all content to secure storage and create backups.
* Coordinate with event organisers and the communication team to ensure coverage aligns with messaging goals.
* Share selected content with the communication team, providing captions and brief descriptions.
* Manage media outreach by preparing press releases, media briefs, and distributing them to relevant journalists and outlets as directed.
* Support public relations efforts by facilitating interviews, arranging media interactions, and ensuring positive coverage.
* Adhere to AAB’s brand guidelines and confidentiality agreements.

The consultancy Individual will be responsible for the delivery of the final files to the AAB management within 16 June 2025.

1. **Action plan and timeline**

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| **Sl** | **Particular** | **Deadline** |
| 1 | Contract signing and briefing | By 30 May 2025 |
| 2 | Pre-event planning and coordination | 1 – 10 June 2025 |
| 3 | Content preparation | 5 – 12 June 2025 |
| 4 | Technical setup and rehearsal | 15 June 2025 |
| 5 | Event day – Live transmission and media coverage |  16 June 2025 |
| 6 | Final reporting and handover |  16 June 2025 |

**Requirements for submitting the proposal**

The proposal will be evaluated based on the following criteria:

1. **Technical Proposal:**
	* Demonstrated experience in live video production, event coverage, and media outreach, preferably for advocacy or development-related events. Sample of previous work in similar assignments.
	* Samples of previous work (e.g. live streaming, highlight reels, media engagement materials).
	* Brief outline of the proposed approach, including methodology for live coverage, media coordination, and content delivery.
2. **Financial Proposal:**
	* Detailed cost breakdown for the assignment.
3. **Scoring criteria**
* Relevant Experience: 30%
* Creativity and Technical Expertise: 40%
* Financial Proposal: 30%
1. **Consultant’s Qualifications**
* Proven experience in live video production, media outreach, and event documentation.
* Strong understanding of ethical standards in capturing and sharing visual content, especially for advocacy purposes.
* Ability to work under pressure, manage tight timelines, and troubleshoot technical issues in real time.
* Familiarity with AAB’s work and values.

**ActionAid Bangladesh Code of Conduct**

The consultant will follow ActionAid Bangladesh’s Code of Conducts which are given below.

* Consultant must adhere to a) Child Protection Policy, b) Anti Sexual Harassment policy, c) Prevention of Sexual Exploitation & Abuse (PSEA) Policy and d) Sponsorship policies and procedures of AAB.
* If any amount of consultant’s expenditure is disallowed by internal auditor/ representative of AAB or external auditor for misappropriation of project fund, fraud or any other irregularity, PO should be bound to refund the amount to AAB from PO’s general fund as and when the situation arises.
* The consultant must adhere to the Money Laundering Prevention Act-2012 and Anti-Terrorism Act-2009 (amended as on 2012 & 2013) of Bangladesh Govt.
1. **Contract Period**

This contract will be effective from 30 May 2025 to 16June 2025.

1. **Payment**

VAT and Tax will be deducted from source as per rules and regulations of GoB unless the vendor produced evidence of the TIN. If the vendor provides evidence, then, the entity will be responsible for making the payments associated with Tax to the Government of Bangladesh and provide the copy of the receipt to AAB.

AAB will pay the amount in favour of the vendor through Bank transfer or A/C Payee Cheques. Payment will be made only after the successful delivery of the deliverables mentioned in section “J”. No advance will be paid in this regard.

1. **Deliverables:**
* Live video transmission and Media outreach for Daily Star round table on “Direct voting for female”.
1. **Reporting to**

**Shabbir Rahman**

Manager- Communication, ActionAid Bangladesh

And

**Md: Jahid-E-Hasan**

Senior Officer-Communication, ActionAid Bangladesh

1. **Expiry of Agreement and Negotiable Flexibility**

There will be an agreement between AAB and the consultancy firm for the mentioned period. The Agreement will be invalidated after expiry of duration unless further extension is made by AAB. AAB also reserves the rights to amend or change or cancel the agreement at any stage.

In the event of a major natural disaster, war or major civil or political unrest this agreement may be renegotiated and jointly revised between the two parties recognising any consequent changes in the environment for implementation.

1. **Reserve the Rights**

AAB reserves all the rights to reject any proposal or cancel the proposed activity without showing reasons.

1. **Confidentiality Action Plan**

The output produced by this assignment will be treated as AAB and consequently confidential. So, the above-mentioned output or any part of it cannot be sold, used, or reproduced in any manner by the assigned organisation / individual without prior permission from AAB.

1. **Application Process**

**Interested consultant or consultancy firm can apply for the following tasks.**

* Live video transmission and Media outreach support

**Please note that financial proposal should be in details.**

**Link for Proposal Submission:**[**https://jobs.actionaidbd.org/consultancy**](https://jobs.actionaidbd.org/consultancy)