

## Terms of References

### Media Services for Europe Day Celebration 2016

#### • Background

In Europe, Europe Day is an annual celebration of peace and unity in Europe. 9 May for the European Union (EU). For the EU, the day is also known as Schuman Day, commemorating the historical declaration by French foreign minister Robert Schuman. Europe Day is one of a number of European symbols designed to foster unity among Europeans.

Like in Europe and different part of the world where EU representation offices exist, the EU Delegation in Vientiane under its press and Information budget line, is planning to organize the celebration of the Europe Day 2016. The planned activities include cultural event, sport tournament, academic seminar and press related events such as special publication, special radio programme, press conference, series of feature stories on the EU as well as TV address with the objectives of raising the EU profile in the country.

To this end, the Delegation is seeking local companies/firms to help carry out this celebration by providing service for the following activities:

1. Special Europe Day publication in Vientiane Times, Pathetlao and Pasaxon
2. Europe Day golf tournament
3. Europe Day press conference
4. Europe Day TV address

#### • Objectives

The main objectives of the celebration are as follows

- To mark Europe Day – 9 May 2016 in Laos;
- To raise visibility, awareness and profile of the EU; and
- To promote EU policy and actions in Laos.

#### • Required service description

	Events	Brief description	target	Required service
1	Special Europe Day publication 9 May 2016	This A3 publication will be in both English and Lao containing messages of EU HoD/Ambassador to Laos, brief presentation of ongoing and future relations/cooperation between the EU and Laos, some photos highlighting the past year relations/cooperation activities.	It's indeed a political publication addressing to local government and also general public who may be interested in the EU affairs.	<ul style="list-style-type: none"> <li>- Design two special publications both in English and Lao – A3 size</li> <li>- Ensure its insertion in Vientiane Times, Pasaxon and Pathetlao on 9<sup>th</sup> May 2016</li> <li>-Text in English and other materials will be provided</li> </ul>

				-Translation of given text from English to Lao
2	Europe Day golf tournament at Km6 Golf Court 10 May 2016	This mini golf tournament is also part of the celebration of the Europe Day.	Players will include Ministers, high ranking officials from Lao government, diplomatic corps and some selected civil society and business communities. The best player will receive a trophy from the EU Chargé d'Affaires.	-Service provider is asked to book a golf court for 30 players and advance fee per head; -Provide a winner trophy Arrange a light coffee and tea break for 30 people; -Advance media logistics covering awarding ceremony – 15 journalists at rate of 100,000 Kip per person and -Provide a banner 80cm X 300cm for awarding ceremony:
3	Europe Day press conference 6 May 2016 at Europe House	This is now becoming an annual practice, where EU HoD/Ambassador will offer a press conference to local media and speak about the current EU affairs, EU relations/cooperation during the past year and year to come. At the end of the press conference, media will have a chance to ask questions of their interests.	This activity will be mainly target at local media, who follow or write about the EU related affairs.	-Arrange light refreshment; -Provide a PC banner 180cmX400cm and -Advance media logistics for 18 journalists at rate of 100,000 kip per journalist for some 20 journalists
4	Europe Day TV address at Europe House 6 May 2016	This address will be arranged with National TV under its English/French Programme and made by the Chargé to highlight the past and ongoing relations and cooperation with Laos	This activity target English/French speaking people, and expat community	Arrange Cd'A TV address to be on Air on 9 <sup>th</sup> May with Lao National TV – English and French Programme

- **Condition and requirement**

Please also note that only one quotation and one invoice containing all six activities should be sent to the Delegation. All expenses during the organization of these activities have to be born by selected service provider. Invoice will be sent to the Delegation after the end of all activities together with a report.