



TERMS OF REFERENCE

EVENT PLANNING FOR THE 30TH ANNIVERSARY OF PRODEV

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| CONSULTATION | Realization of year-round activities to commemorating the 30th anniversary of Prodev |
| NUMBERS OF HOURS | 40 to 80 Hours per event/activity |
| EXECUTION PERIOD | From April 1, 2024 to March 31, 2025 |

CONTEXT

The Prodev Foundation is in search of an Event Planner to spearhead the planning and execution of year-round activities commemorating the 30th anniversary of our not-for-profit working in the field of education.

Over the next year, this consultant will be responsible for: creating a diverse range of events that align with the Foundation's mission, engage communities and stakeholders in Haiti and in the US, primarily in Florida and potentially in New York and or Washington D.C, and contribute to the overall success of the anniversary celebration.

ROLES & RESPONSIBILITIES

- **Event Conceptualization:**

- Brainstorm and conceptualize unique and memorable event ideas that cater to diverse audiences.
- Develop a calendar of events that spans the entire year, to celebrate the 30th anniversary of the Foundation, which are aligned with its mission and values.
- Prepare a short description of each event idea which includes: the event type, the potential venue, the number of guests, special performances, special guests ahead of review with the Executive Team and the Fundraising Committee.

- **Budget Management:**

- Create and manage budgets for each event, including preparing an expenses report and filing all contracts, invoices and receipts.
- Make cost-effective decisions and carefully monitor expenses throughout the planning process to adhere to established budgets, and determine new and innovative ways to reduce event costs.



- Prepare projection of profits for each fundraising event to ensure successful impact on the Foundation.
- Seek or identify sponsorship opportunities and partnerships to support the funding of events.
- **Logistics and Execution:**
 - Plan, execute and manage all aspects of events, including venue, catering, audio-visual needs, auctions & raffles, transportation, registration, volunteers and support staff supervision.
 - Create events timelines and to-do lists, ensuring clear communication with stakeholders, team members and vendors, before, during, and after the planning process for seamless execution.
 - Ensure Prodev's team inclusion in all major decision making processes.
- **Venue & Vendor Selection:**
 - Research venues and vendors, draft RFPs if needed, and negotiate contracts in a manner that is consistent with industry best practices and aims to protect Prodev's interests.
 - Conduct site visits to ensure venues meet the specific programmatic needs of the event.
- **Promotion and Marketing:**
 - Develop and execute an annual special events marketing plan with strategies to promote each event and maximize attendance.
 - Utilize social media, traditional media, and other promotional channels to create buzz and awareness.
 - Work closely with a Graphic Designer to prepare materials, including invitations, programs, agendas, websites and online presence, and onsite collateral that capture and communicate Prodev's mission.
 - Co-develop communications strategies that grow Prodev's reach, increase its awareness among targeted groups and expand engagement around Prodev's work and goals.
 - Coordinate and jointly manage the communications needs of Prodev's events, from inception of event planning to post-event follow-up and activities that generate earned media and community connectedness.



- **Stakeholder Engagement:**

- Collaborate with key stakeholders, including board members, volunteers, and community partners, to enhance the success of events.
- Foster positive relationships with sponsors and donors.

- **Post-Event Evaluation:**

- Conduct post-event evaluations to assess success and identify areas for improvement.
- Provide recommendations for future events based on feedback and analysis.

DELIVERABLES

- Detailed plan and budget for all events & activities included in the Calendar
- Communication and Marketing plan for each event & activity
- Organization of at least 6 events & activities throughout the celebration year
- Post-evaluation report following each event & activity to analyze the impact
- Financial report following each event & activity
- Filing of events & activities pictures & videos
- Final report at the end of the celebration year

QUALIFICATIONS

- 3-5 years of experience in event management, preferably in a non-profit or community-focused setting
- Ability to design, lead and implement Communication or Marketing Campaign including media presence, to reach and influence diverse audiences
- Knowledge of the Haitian community in Haiti and in the US
- Comprehension of current trends in event planning and community engagement
- Strong project management skills with the ability to multitask and prioritize effectively
- Creative mindset
- Flexible work scheduling
- Self-starter and self-managing
- Familiarity with budget management and financial reporting
- Competence in the use of standard software products such as Excel, Word, PowerPoint and Zoom



TERMS

Prodev Foundation USA Inc., located in Miami, Florida is the US arm of Fondation Prodev which operates in Haiti. Consultant is expected to work remotely but must either live or be present to manage events which will be taking place primarily in South Florida.

The Consultant is an independent 1099 contractor engaged to deliver services. The contractor is responsible for payment of their withholding tax to local and federal authorities. Payment will be issued upon submission of signed W-9, and invoices.

This consultant will report to the Executive Director and will work with Prodev Team members and – as needed – with Prodev board members.

SUBMISSION

If interested in this position, please email the following materials to Su-Yen Simon Bertrand, Development Director at su-yen.simon@prodevhaiti.org no later than **March 1, 2024 by 5:00 P.M. EST:**

- A proposal of key events and activities that you think would be beneficial to the Foundation 30th anniversary celebration. The proposal shall not exceed three pages and shall include
 - A tentative calendar of events/activities
 - A rough budget for each events/activities
- Your up-to-date resume (or link to online portfolio)
- A narrative, that does not exceed two pages, that highlights:
 - Experience in performing the required activities
 - Any knowledge and/or experience with the core areas of focus of Prodev
 - Confirmation of your available start date, your fees OR bid for the work, and any other important considerations we should know
 - Two references that can speak to your ability to help similar organizations to build and implement events

LEARN MORE ABOUT PRODEV AT THE FOLLOWING LINKS:

- Our Website: <https://www.prodevhaiti.org>
- Our YouTube Page: <https://www.youtube.com/@prodevhaiti6894>
- Our Facebook page : <https://www.facebook.com/PRODEVHaiti/>
- Our Instagram Page : <https://www.instagram.com/prodevhaiti/?hl=en>