

ANNEX B: Application Form: Technical Proposal

Diaspora B2B Convention

Technical proposal

The technical proposal must be no longer than 10 pages in length. Documents and CVs of the proposed key staff members, which the bidders are required to submit, will not be counted toward the 10-page limit. The technical proposal must be submitted in English, while the supporting documents can be provided in original language or English.

The technical proposal shall consist of the following:

- 1. Background of the applicant and relevant experience, as well as proposed list of professional staff with demonstrable experience to implement the activity**
 - a. Summarize the bidder background and demonstrate with examples the understanding of the work with key local partners;
 - b. Indicate the previous experience of the applicant in implementing similar programs, and organizing of business events and share the results achieved and challenges overcome (demonstrated by documentary evidence, i.e. references, videos and photos produced of events organized, and more);
 - c. Demonstrate the bidder's understanding of the activity to be implemented, including the tasks that need to be undertaken, and the resources needed;
 - d. Provide a list of professional staff with demonstrable experience to implement the activity and describe the staff roles throughout implementation; as well as assign one contact point.

- 2. Description of the planned activities and proposed methodology for implementation of the activities**
 - a. State the objectives and define the activities under each, including anticipated outcomes, results and impact;
 - b. Propose an elaborate and detailed Communication Plan, including PR and branding of the activity, as well as advertisement placement;
 - c. Propose an overall organization and logistics event plan, as well as an elaborate and detailed implementation action plan;
 - d. Produce a timeline elaborating the timing, sequence and duration of the proposed activities as per applicant's implementation dynamics, taking into account mobilization time and necessary training of staff, as well as partners involved;
 - e. Specifically elaborate the undertaking of the B2B activity in detail, the mechanisms in place for smooth implementation, and the online proposed pre-registration system for participation at the Convention, and the B2B activity and field visits.