



TECHNICAL SPECIFICATIONS FOR AUDIO-VISUAL PRODUCTION

I. BACKGROUND & CONTEXT

YouthConnekt Africa is a continental initiative present in 39 countries, dedicated to empowering young people by enhancing their knowledge, skills, and opportunities while harnessing Africa's demographic dividend. This initiative supports national programmes, drives youth-centered policy advocacy, and advances continental agendas aligned with the SDGs, Agenda 2063, and the AU Youth Charter.

A flagship expression of this work is the YouthConnekt Africa Summit (YCAS), an annual convening that has grown over the past decade into Africa's largest gathering dedicated to youth empowerment; the YouthConnekt Africa Summit connects young people from across the continent with political leaders, private sector actors, and development institutions to design and accelerate impactful solutions.

This Terms of Reference covers media, communications, and PR services in support of both the year-round work of the YouthConnekt Secretariat and the delivery of the annual YouthConnekt Africa Summit.

II. OBJECTIVES

YouthConnekt Africa seeks to hire a Media, Communication, and PR company to enhance the visibility and outreach mobilization of both the YouthConnekt Secretariat and the YouthConnekt Africa Summit. The engagement covers three objectives:

- **Integrated Communication Strategy:** Design, deploy, and manage a multi-channel communication and narrative strategy that positions YouthConnekt Africa as the premier continental platform for youth development, drives measurable digital and broadcast engagement across key stakeholder groups, and equips the YouthConnekt Africa Secretariat with professional tools for donor and partner mobilization.
- **Bilingual Multimedia Assets & Document Production:** Write, produce, and format a professional, bilingual (English/French) suite of multimedia assets and document layouts including pitch decks, donor explainers, and presentation materials that are immediately ready for high-level stakeholder engagement and built in editable formats that allow the YouthConnekt Africa team to update them independently.
- **Public Relations & Media Engagement:** Design and execute a targeted PR and media strategy that secures verified continental visibility for the Hub and Summit, including tier-1 media placements, an on-site newsroom during the Summit, media toolkits for institutional partners, and a comprehensive post-event Media Report for donor reporting.

III. SCOPE OF WORK



The selected agency will oversee branding, external communications, and media management for the YouthConnekt Africa Secretariat and the annual YouthConnekt Africa Summit. Services include but are not limited to:

- **Marketing, Brand Building & Physical Branding**
 - **Visual Identity & "Look and Feel":** Design the official YouthConnekt Africa Summit visual identity per edition and collaborate with the Hub team on event branding materials and high-quality goodies/awards.
 - **Audience & Stakeholder Analysis:** Conduct an initial analysis of target audiences and communication channels to ensure brand positioning aligns with YouthConnekt Africa mandates.
 - **Integrated Branding Services:** Deliver professional graphic design, photography (including photo quoting), and editorial services to produce high-quality, brand-consistent materials.
- **Media Management & Strategic Communications**
 - **Global Media Relations:** Propose, engage, and secure coverage of YouthConnekt Africa Secretariat and YouthConnekt Africa Summit stories on the global media stage; manage a curated list of local, regional, and international media contacts, subject to YouthConnekt Africa Technical Committee approval.
 - **Multilingual Press Operations:** Generate and disseminate press releases, articles, op-eds, and communication kits in English, French, Arabic, Kiswahili, Portuguese, and Kinyarwanda Where required, at the Hub's discretion
 - **Media Facilitation & Briefings:** Establish and manage two on-site Media Facilitation Centers for Meet-the-Press sessions, press briefings, and specialized podcasts.
 - **Strategic Interview Management:** Secure, script, and coordinate high-level interviews with speakers and dignitaries for publication across international and mainstream media outlets.
- **Content Production & Multimedia Advocacy**
 - **Creative Direction & Strategy:** Develop a comprehensive YouthConnekt Africa content strategy and editorial calendar to engage audiences across all digital platforms for special campaigns and events/summit.
 - **High-Impact Audio-Visual Production:** End-to-end production of promotional videos, animated infographics, and TV/Radio spots featuring influential continental personalities.
 - **Documentaries & Magazines:** Produce educative TV documentaries and Magazines that highlight the impact of YouthConnekt Africa programs across the continent.
 - **Live Coverage & Streaming:** Provide full-scale live field coverage and online streaming services for distinct activities and events.
 - **Accessibility Standards:** Ensure all video content includes subtitles and sign language interpretation to meet international inclusivity standards.



- **Technical Deliverables & Archive Management**

- **Quarterly Planning:** Develop and implement a quarterly activity plan leading up to the Summit, in close collaboration with YouthConnekt Africa and the host country's National Organising Committee (NOC).
- **Knowledge Management:** Maintain a comprehensive audio-visual archive of all Summit/event activities.
- **Final Handover:** Deliver all finalized products and organized raw footage on external hard drives to the YouthConnekt Africa Secretariat for future use.
- **Advisory Services:** Provide continuous strategic advice to the YouthConnekt Africa Technical Committee to improve communication quality and ensure the successful delivery of the Summit's mandate.

IV. DELIVERABLES

The following deliverables are expected across the duration of the contract. Quantities provided are indicative of minimum benchmarks; actual volumes will be confirmed per activity plan.

- **Strategic Planning & Branding**

- **Integrated PR & Communications Strategy:** A detailed roadmap for the YouthConnekt Africa Summit including audience analysis and channel mapping per year.
- **YouthConnekt Africa Summit Visual Identity:** 1 "Look & Feel" guide per Summit edition, covering online and offline brand positioning.
- **Updated communication materials:** Standardized YouthConnekt Africa intro presentations, briefs, and fliers.
- **Social Media Campaign:** 1 campaign per major event, with a minimum of 3 posts per platform per week across pre, during, and post-event phases.

- **Content Production & Multimedia (With Pre-Production Protocols)**

- **Detailed Scripts & Shooting Plans:** Submitted for YCA/NOC approval at least 5 working days before any shoot.
- **Weekly Creative Content:** A minimum of 10–15 graphics or photo quotes per week and 2–3 short-form social videos per week.
- **Monthly Audio- Visual Assets:** A minimum of 2–3 edited promotional videos per month and 1–2 animated infographics per month.
- **Documentaries:** A minimum of 1 documentary per Summit edition (5–20 mins).
- **High-Profile Audio-Visual Assets:** Promotional videos, TV/Radio spots, animated infographics, and magazines.
- **Leadership Interview Series:** A minimum of 4–6 filmed and edited interviews per event.
- **TV/ Radio Spots:** A minimum of 1 TV spot and 1 Radio spot per Summit campaign cycle.
- **Accessible Media:** 100% of video content to include professional subtitles; sign language interpretation on all key outputs.

- **Media & Event Operations**



- **Real-Time Coverage:** Video highlights, infographics, pictures, and photo quotes submitted to YCA within 3 hours of each activity.
- **Global Media Facilitation:** Proposing and inviting an approved list of local and international journalists/influential personalities.
- **Multilingual Press Kits:** 1 full press kit per event in EN, FR, AR, SW, PT, and KN.
- **Live Coverage:** Real-time streaming and field coverage for all designated sessions.
- **Social Media Updates:** Providing live, real-time coverage of all scheduled programme activities, as well as other summit events and sessions, across all digital platforms.
- **Media Toolkits:** Ready-to-use toolkits (press releases, quote cards, social copy) delivered to all key institutional partners ahead of the Summit.
- **On-site Newsroom:** Press releases and media kits distributed within 2–3 hours of key Summit sessions.

- **Post-YouthConnekt Africa Summit**

- **KPI-Based Post-YouthConnekt Africa Summit Report:** 1 comprehensive report per Summit including verified reach, media impressions, and links to all coverage.
- **Post-YouthConnekt Africa Summit Social Package:** A minimum of 4 short videos and 12 graphic posters within 30 days of the Summit.
- **YouthConnekt Africa Magazine & Summit Report:** 1 magazine and 1 formatted annual report per Summit edition.
- **Final Hard Drive Handover:** All high-resolution materials and raw footage delivered on external hard drives to the YouthConnekt Africa Secretariat within 2 weeks of post-event.

- **Technical & Archive Deliverables**

- **Final Handover & Storage:** Requirement: All high-resolution produced materials must be presented on external hard drives. Soft copies should be sent via email or proper high-resolution online transfer platforms where applicable.
- **Digital Archive:** A structured database of all audio-visual materials and organized raw footage.

V. SUMMARY OF REPORTING & APPROVAL DELIVERABLES

To ensure transparency and quality control, the contractor is bound by these reporting and approval timelines for each project:

#	Deliverable/Action	Timeline/Requirement	Key Metric/Recipient
1.	Pre-Production Approval	Prior to Production	Detailed scripts and shooting plans submitted for YouthConnekt Africa/National Organizing Committee authorization.
2.	Broadcast Content Approval	At least 48 hours before	All produced materials must be presented to YouthConnekt Africa/National Organizing staff for final sign-off before airing.



3.	Event Highlight Delivery	Within 3 hours after the event.	Photos, highlights, and quotes delivered for social media/news use.
4.	Media Impact Report	Per Event/Phase	Number of publications, broadcast minutes, links, and "FrontPage" placements across the global stage.
5.	Content & Engagement Log	Weekly	Status of the content calendar and digital engagement analytics.
6.	Technical Close-out Report	Post-Summit/Event	Verification of archive integrity and external hard drive delivery.
7.	Communications Progress Report	Per Project	A comprehensive report detailing the strategy, execution, and impact of results for each specific YouthConnekt Africa project/initiative.

VI. DURATION OF THE CONTRACT

Overall duration of this tender is expected to last 1 Year, renewable up to 3 times subject to good completion of every year. And specifically, for YouthConnekt Africa Summit it will last 120 days (3 months) as follows:

	International Consultant	Deliverables
Inception Phase	5 days	Execution plan and presentation
In-country Phase	110 days	Prepare weekly and monthly progress reports with achievements/lessons learned and pending actions
Post-mission Phase	5 days	Approved copy of final report with achievements/lessons learned and pending actions
Total number of days	120 days	

VII. INSTITUTIONAL ARRANGEMENT

The selected contractor will report directly to the Digital Content Officer of the YouthConnekt Africa Secretariat, who serves as the primary point of contact for all coordination, review, and feedback throughout the assignment.

- The contractor shall carry out its mandate professionally, in line with the TOR given by the client and the approved Technical Proposal
- In order to ensure The YouthConnekt Africa Secretariat Brand guidelines and communication standards, YouthConnekt Africa Secretariat and the Ministry of Youth and Arts, Rwanda communications team will be involved in the production and review process. Final approval for all communications assets will be provided by the YouthConnekt Africa.
- The contractor will be responsible for producing the most deliverables well before the start of the event date and making these results available for checkups and approval. **No last-minute arrangements are acceptable.**
- The contractor shall report on a weekly and monthly basis (see deliverables) to the organizing committee of YCA Summit (YouthConnekt Africa Hub, UNDP and MoYA) through presentations and reports. More specifically, all deliverables submitted by the contractor should be reviewed by a reference group which consists of the YouthConnekt Africa Hub, UNDP and MoYA.



- All the information relating to the event will be held confidentially by the contractor, and the contractor should be aware that the ownership of all materials and products produced belong to the client. The contractor will not, without written permission from the client, divulge information to any third party.
- The contractor may be required to collaborate with other communications experts provided by the client who are not in direct competition with the contractor.

VIII. DUTY STATION

The primary duty station is Kigali, Rwanda. All transportation within Kigali is arranged and covered by the contractor. For assignments outside Rwanda, the service provider must indicate additional costs depending on the destination.

IX. REQUIRED EXPERTISE AND QUALIFICATIONS

1. Firm-Level Experience & Capacity

The hired firm must demonstrate a high level of institutional experience, specifically:

- **Industry Tenure:** Minimum of **5 years** in Media, PR, and Digital Communications.
- **Proven Track Record:** Successful delivery of branding/PR services for at least **3 international events** of comparable magnitude.
- **Specialization:** Demonstrated experience in managing **high-level youth conferences** and a deep understanding of Africa's PR landscape.
- **Technical Infrastructure:** Proficiency in high-end production suites (Adobe Creative Cloud), cloud-based collaboration (OneDrive/Google Drive), and social media management tools (e.g., Hootsuite, Drupal 8, Facebook Ads Manager).
- **Network & Partnerships:** Proven ability to form strategic partnerships with national and international media houses and government stakeholders.

2. Core Team Composition & Staff Qualifications

All staff must possess a Bachelor's degree or Diploma in Communications, Journalism, Multimedia, Creative Design, or related fields from a recognized institution.

A. Team Leader: Minimum 7 years in media production or communications. Responsible for project management, budget oversight, and strategic alignment with YCA mandates. Verified by signed CV and two work certificates.

B. Communication Specialist / Creative Director: Minimum 5 years in content creation or journalism. Bilingual (English & French). Must submit 3 samples of previous productions.

C. Audio-Visual Team (Cameraperson, Editor & Operator): Minimum 3 years in media production (5 years if he / she only attended short courses). Expert proficiency in Adobe Premiere Pro and After Effects.

D. Photographer: Minimum 3 years in professional photography (5 years if he / she only attended short courses). Expert proficiency in Adobe Lightroom and Photoshop.



E. Creative Personnel (Animation): Minimum 3 years in media production or animation. Strong skills in motion graphics and animated infographics.

3. General Competencies (All Personnel)

- **Operational Agility:** Ability to meet **strict deadlines** (e.g., the 3-hour turnaround for event highlights) while maintaining high quality.
- **Stakeholder Management:** Ability to maintain professional relationships with government officials, international delegates, and vendors.
- **Digital Savvy:** Deep knowledge of social media trends (Instagram Reels, Twitter/X trends, regional hashtags) and live coverage management.
- **Organizational Excellence:** Superior skills in event planning, publication scheduling, and archival management.

N.B.: All skills will be assessed based on a portfolio of previous work and relevant certificates.

X. AGENCY COMPETENCES & PROFILE

- **Core Technical Expertise:** Exceptional skills in high-end audio-visual media production, including advanced filming, editing, and motion graphics.
- **Institutional Experience:** Minimum 5 years working with public institutions, international/local NGOs, and private sector organizations.
- **Youth Engagement:** Proven track record of reaching and engaging youth audiences through innovative, high-impact media platforms.
- **Logistical Readiness:** Possession of all required professional production equipment to ensure self-sufficiency.
- **Operational Excellence:** Ability to meet tight deadlines while maintaining YouthConnekt Africa quality standards.
- **Multilingual Capacity:** Professional fluency in Kinyarwanda, English, and French. Proficiency in Swahili is a significant added value.

XI. TECHNICAL EQUIPMENT REQUIREMENTS

The contractor must utilize professional-grade equipment to ensure high-quality output. Required equipment includes:

- **Visual Capture:** Professional 4K video cameras and full-frame photo cameras (latest versions); comprehensive lens kit (wide angle, zoom, macro, polarizer); professional tripods, gimbals, and DSLR shoulder mount rigs.
- **Audio Production:** Shotgun microphones with boom poles/shock mounts; high-fidelity wireless systems; portable digital audio recorders with XLR inputs; professional monitoring headphones; balanced XLR cables; and a latest-model professional soundcard.
- **Lighting & Studio:** Three-point lighting kits and light reflectors; access to a soundproof recording studio with green screen (Chroma Key) for TV backgrounds.
- **Power & Storage:** High-speed SD/Flash memory cards and external hard drives for raw footage and backups; minimum 3–4 extra high-capacity batteries per camera unit.

XII. REQUIRED DOCUMENTS FOR SUBMISSION

Legal & Administrative Compliance



- Company Registration Certificate issued by RDB or any relevant Pan-African authority.
- Valid VAT Registration and latest Tax Clearance Certificate from RRA.
- Valid RSSB Clearance Certificate.
- Performance Guarantee from a recognized insurance company.

Technical & Personnel Capacity

- Company Profile (maximum 2 pages).
- Signed CVs for all proposed team members.
- Detailed list or photographic evidence of owned professional production equipment.
- Four (4) Certificates of Good Completion — one from a UN agency or international organization, one from a registered private organization, and two from public institutions at a ministerial level. Prior experience with UNDP, EU, UNFPA, or UNICEF is an advantage.

Lot-Specific Technical Requirements

- **Lot 1 & 3 — Audio-Visual Portfolio:** Portfolio of: 3 event highlights, 3 TV shows, 3 documentaries, 3 animated videos, 3 photo quotes, 3 infographics, 3 TV ads, 3 live-streamed events, 10 high-quality photographs, and a visual presentation of your Podcast Studio.
- **Lot 2 — Media Relations & Radio:** Evidence of existing agreements with at least 3 local and 2 international media houses; samples of 3 Radio programmes and 3 Radio advertisements.
- **Lot 3 — Digital Influence & Campaigns:** Documentation proving a combined following of 2.5+ million across X (Twitter), Instagram, Facebook, YouTube, and TikTok; engagement analytics; and summaries of 5 successful digital campaigns with professional references.

XIII. EVALUATION CRITERIA & SCORING FRAMEWORK

Proposals will be evaluated using a combined Technical and Financial scoring system to ensure full transparency and objectivity.

Technical Evaluation — 70 Points

The technical proposal will be assessed against the criteria set out in this ToR. Agencies must score a minimum of 49 out of 70 points to qualify for the financial stage. Proposals below this threshold are automatically disqualified.

Financial Evaluation — 30 Points

Financial proposals are opened only for agencies that pass the technical stage. Scores are calculated using the following formula:

$$\text{Financial Score} = (\text{Lowest Price} \div \text{Proposed Price}) \times 30$$

Final Score

$$\text{Final Score} = (\text{Technical Score} / 70 \times 100 \times 0.70) + (\text{Financial Score} / 30 \times 100 \times 0.30)$$

The agency with the highest final score out of 100 will be recommended for the contract award.



XIII. ITEMS FOR AUDIO-VISUAL SERVICES

LOT 1 (VISUAL RELATED SERVICES)				
Activity/ Item	Types and details	Pricing factor	Timeline	Unit Price with VAT
Documentary film	To cover different topics and different locations, including subtitles, infographics, motion graphics, original soundtrack, and sign language, when necessary, with or without narration...	5 min.–30 min	7 Days	
Audio-visual event coverage	To cover different topics and different locations, provide a package of Raw footage, a 5-minute video highlight, well-edited pictures, and social media content.	Full Day	Deliver photos during the event and video after 5 hours	
Shoot and Edit video highlights	Shoot and edit high-end video highlights. Include smooth movements, motion graphics, youthfulness, and attractiveness.	01 min–5 min	5 hours after the event	
Live Streaming	To livestream the event on YCA's social media (YouTube, Twitter, Facebook, etc.), minimum of 3 cameras	1hr – 3hr	As it happens,	
3D Animation	To create a seamless 3D character in different languages with subtitles	5 mins	5 days	
Animated video	Production of animated videos to be used on TV and other online platforms with or without narration.			
		4 min - 10 min	5 Days	
Production of a TV spot	To brainstorm, write youthful script and capture different topics, and locations, subtitles, infographics and sign language where necessary	60 secs	3 Days	
Aerial shots	Shooting aerial shots for different topics	Full day	1 Day	
Air a TV spot	To Air a TV spot on a pan African /Global Television	60 secs	10 times	
Photography service	To capture different topics, from different angles, in different formats, and well edited.	1-50 pictures and above	Provide pictures live, others one hour after the event	
Workforce	To provide a photographer or videographer to support the YouthConnekt Africa's team for events hosted in Rwanda.	Half-day	half-day	
		Full-day	Full-day	
Design UX and UI	To brainstorm and design a user experience and user based on the provided information/topic for website	Per project	7 days	



Web-designer	Support in the creation of the design and layout of websites or web pages when needed.	Per Task	3 days	
Master of Ceremony	MC for the different YouthConnekt Africa’s events, fluently in English and French where needed	Full-day	Full-day	
Panel Moderator	Moderator for the different Youthconnekt Africa’s events fluently speak English and French where needed	Per session	At the venue	
Illustrations	To brainstorm and design youthful colored content or on certain given topics.	1-10 artworks	5 Days	
Design visual identity	To brainstorm and design a visual identity including (logos/patterns and other related items) based on the provided information/topic	1 project	15 days	
Produce newsletter/magazine.	To develop and design youthful colored content on certain given topics.	20-40 pages	15 days	
Smart street poles	To publish a content on a street pole	1 hector-verso	10 days	
Animated infographics	Production of animated infographics on certain given topics	1 min – 5 min	3 days	
Graphic designs	To design youthful artworks including Infographics and photo quotes on certain given topics, to be used on our online digital platforms	1-10 artworks	Follow content calendar and do live during the event	
		11-20 artworks		
		21-30 artworks		
YouthConnekt Hangout on air	linking to at least three different sites. 1 main site and 2 remote sites. Must facilitate the discussions and air them live on YouTube, Twitter, Facebook, website, and any other platform. In addition to cameras, computers, and their accessories, the company will provide enough good internet, sound systems, projectors or monitors, and any other equipment to facilitate remote interactions.	3 sites	Live	
		2 sites	Live	
Production of podcast	To develop script, produce a podcast on a certain topic indoor or outdoor including subtitles and sign language when requested	30 mins	2 days	
Production of a pre-recorded TV programme	To produce a TV programme on different topics in different locations, including subtitles and sign language when necessary	30 min	3 Days	
		60 min	3 Days	
LOT 2 (AUDIO RELATED SERVICES)				
Production of a Radio pre-recorded programme	To cover different topics in different locations, including voiceovers when necessary	15 min.–30 min.	Pre-recorded	
		30 min.–60 min.	Live	



Production of a Radio Spot	To cover different topics and different locations, including sketches and voiceovers when necessary	1 min - 5 min.	2 Days	
Producing a soundtrack	To produce a fresh soundtrack from scratch	1 min – 3min	3 Days	
Narrator	a talented storyteller to read given script or write it when needed	06 min.–10 min		
LOT 3 (CONTENT CREATION AND SOCIAL MEDIA MANAGEMENT)				
Monthly package of content creation and social media management	4 videos of 2:30 mins each, 8 graphics, 4 infographics, and 2 short stories (in the form of animations), and manage 5 social media handles. Plan, produce, disseminate content, pay online subscription, and provide reports.	30 days	30 days	
Content Creator/Influencer	To shoot and edit short videos and publish them on their social media handles and amplify YouthConnekt Africa Secretariat content		30 days	
Pre-summit package	Develop a comms plan & content calendar: produce 12 short videos, 60 graphic posters, 1 documentary, 1 TV spot, air a TV spot on RBA for 7 days, 12 infographics, 5 animations, 5 news articles and social media subscriptions, ads and management.	90 days		
During Summit package	4 daily video highlights/voxpops; 7 podcasts of 10 mins each; pictures of all sessions; live social media updates; photo quotes; and 5 news articles, among others.	5 days	5 days	
Post-summit package	4 short videos, 12 graphic posters, KPI-based report, development and design of YouthConnekt Africa magazine, design of YouthConnekt Africa summit report, and 2 news articles;	30 days		
Website Maintenance	Adapt or create content in different formats for web pages.	Per demand	1 week	

Note

1. The firm is allowed to apply on all lots if qualified
2. All items will be requested when needed.
3. Transport costs, technicians, and security will be catered for by the service provider.

