

# THE AGRICULTURAL SOCIETY OF KENYA



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22<sup>nd</sup> February 2023.

## REQUEST FOR PROPOSALS

### RE: MANAGEMENT OF THE JAMHURI PARK EXPOSITION AND CONFERENCING CENTER:

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The above matter refers.

Effective September 2018, the Agricultural Society of Kenya has been working on the construction of the **Jamhuri Park State-of-the-art Exposition and Conferencing Center** which is now complete and ready for use.

One of the key objectives of the Center is to transform Jamhuri Park into an all year round exhibition, conferencing and recreation park that supports the Meetings, Incentives, Conferences and Exhibitions (MICE) industry in the Country. This will ensure that the Society continues to serve her mission of providing a platform for exhibitions and networking that spurs development in agriculture, trade and allied sectors while also ensuring delivery of a world class experience to our clientele.

The Exposition and Conferencing Centre which has a floor area of 3,456m<sup>2</sup>, boasts of having five (5) state of the art Meeting Rooms and three (3) Conferencing Halls, a terrace meeting space, as well as, foyers, kitchen facilities and several breakout rooms that will ensure efficient delivery to Stakeholders of the Society.

Owing to the completion of the Centre; the Society wishes to place the facility under a Management Agency that has proven and extensive

experience and skills in managing similar projects in the industry – **for a period of one year excluding the week of the Nairobi International Trade Fair.**

**In Summary, the Agency will be responsible for the following in close liaison with the Agricultural Society of Kenya;**

- Planning the hall layouts and activities programme for the day's events such as workshops, meetings, conferences and seminars while ensuring that all events run smoothly,
- Managing Events budgets and financial plans and achieving profit targets,
- Managing all Marketing, Advertising, Public Relations and communication to Stakeholders/clients. This is inclusive of pricing, image, brand, promotions and promotional materials,
- Selling space to potential exhibitors/conference planners and delegates,
- Managing event scheduling and bookings
- Co-ordinating „caterers, Decorations and draperies and hire of necessary equipment,
- Supervising the dismantling and removal of shell schemes and/or equipment,
- Managing maintenance, supplies and servicing of related equipment
- Maintaining service standards for clients,
- Ensuring compliance with health, security and safety, licensing laws and other legal regulations,
- Dealing with customer complaints, comments and enquiries and carrying out day-to-day troubleshooting and addressing problems as they arise.
- Co-ordination of storage and retrieval of customers merchandise /goods from the storage rooms
- Link between international exhibitors and relevant government agencies
- Efficient communication and coordination with all service providers such as KPLC, to avoid disruption of activities during events.



If interested and able to demonstrate a track record of successful Event Management, kindly share your portfolio and management proposal with us on or before **Wednesday 15<sup>th</sup> March 2023**. We look forward to your feedback.



Batram M. Muthoka, EBS  
**Chief Executive Officer**

Cc: National Chairman

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