

FAQ - RFP - EW95EDU82025 - Event Management Company for Education Symposium

Question no 1: The 300 persons seating — is this required in each hall, or in total across the three halls and one main hall (4 halls)?

Answer No 1 - 300 seating will only be in one main hall. The other three halls will be breakout rooms

Question no 2: Also, could you please share the dimensions of the main hall & the other halls?

Answer No 2 - The event will be in Marriott or Serena therefore hall has not been finalized. The other three halls will be break out rooms.

Question no 3: **Hall Setup Requirements** - As there are three (3) halls involved, could you please confirm whether the same setup is required in all three? Alternatively, if each hall will be used for different activities, kindly share a brief of the intended use for each so we can tailor the setup accordingly.

Answer No 3 - The other three halls will be used as breakout rooms for workshops, and we do not need a specific setup for it.

- **Hall Specifications:**

If possible, please share the names of the proposed halls. This will help us assess their dimensions and plan the required fabrication and branding elements more accurately.

Answer No 3 - The event will be in Marriott or Serena and one of their halls will used.

- **Audience Profile & Engagement Tools:**

Answer No 3 - Audience will be our top tier stakeholders (Provincial government ministers, secretaries), policy makers, education policy experts, international development agencies, teachers and head teachers.

Understanding the nature of your audience will help us propose suitable engagement tools. Based on the event type, we suggest incorporating:

- Digitally designed invitations
- Online registration and consent forms
- QR code–based feedback forms

Question no 4: **Event Details & Logistics**

- Can you confirm whether international companies, including those based in the United States, are eligible and encouraged to submit proposals for this opportunity?

Answer No 4 - Yes

- What is the confirmed date of the event, or is it still to be determined (November, Exact date TBC)?

Answer No 4 - Exact date is yet to be confirmed but the event will be in the first week of November on a working day

- Is the venue already contracted? If so, can you confirm it is the Marriott Islamabad?

Answer No 4 - It will either be Marriott or Serena Islamabad

- Will all conference elements be held at a single location, or are any off-site events planned?

Answer No 4 - Single location

- Can you provide a venue floor plan or layout for planning purposes?

Answer No 4 - Venue is yet to be confirmed but it will be Marriott or Serena

Question no 5: Attendees & Audience

- Confirming 250-300 participants?

Answer No 5 - Yes

- Can you describe the attendee demographics and professional backgrounds?

Answer No 5 - Attendees will be our top tier stakeholders (Provincial government ministers, secretaries), policy makers, education policy experts, international development agencies, teachers and head teachers

- Will there be a volunteer component? If so:

Answer No 5 - Ushers are already mentioned in the RFP

- What is the expected number of volunteers?

Answer No 5 - Depends on vendor

- Is volunteer recruitment and management part of the vendor's scope?

Answer No 5 - Yes

Question no 6: Agenda & Programming

- Can you provide a draft agenda or breakdown of the day's sessions, including timing and session types?

Answer No 6 - Agenda will include panel discussions, presentations and talks.

- Will the vendor be expected to consult on the educational programming of the event, or will all content and speakers be managed by the British Council?

Answer No 6 - Content and speaker will be managed by the British Council

- Who is responsible for selecting and contracting speakers?

Answer No 6 - British Council

- Will there be a call for presentations process?

Answer No 6 - No

- What is the projected total number of speakers for the symposium?

Answer no 6 - 8 – 10

Question no 7: Exhibition & Sponsorship

Will there be an exhibition component beyond the three booths for British Council programs? If so, how many booths are expected, and will external exhibitors be invited? If yes:

- How many booths are expected?

Answer No 7 - Depending on the confirmations from the external exhibitors

- Will the British Council provide a past exhibitor/sponsor prospectus?

Answer No 7 - This can be discussed with the selected vendor

- Will the vendor be responsible for drayage or decorator services?

Answer No 7 - Only for the booths for British Council Programmes

Question no 8: Technical & Production

- Will the venue (Marriott Islamabad) provide any in-house AV, lighting, or furniture that the vendor can utilize, or should all equipment be externally sourced?

Answer no 8 - Only furniture will be provided.

- What type of badging is preferred (e.g., lanyards, stickers, digital)?

Answer No 8 - Stickers

- Are onsite printed materials expected, or will they be distributed digitally?

Answer No 8 - Onsite but this is open to discussion with the selected vendor.

Question no 9: Marketing & Communications

- What marketing assets will the British Council provide (e.g., logos, past event photos/videos)?

Answer No 9 - Logos, Standees design, color schemes – Selected vendor will have a meeting with our comms manager for all the designs.

- Does the British Council have a contact database for marketing outreach? If so:

Answer No 9 – British Council will provide with the guest list

- How many contacts are included?

Answer No 9 – British Council will decide this

- What types of contacts (e.g., past attendees, educators, policymakers)?

Answer No 9 – Educators, Government officials, Policy Makers, Education Experts

- Does the British Council use a specific marketing platform or CRM, or should the vendor propose one?

Answer no 9 - Vendor can also propose

- Does the British Council have existing social media accounts? If so, on which platforms? **Answer no 9 - LinkedIn and Facebook**
- Will the vendor be expected to post directly on social media or provide content for British Council to post?

Answer No 9 - Provide content to British Council to post

Question no 10: Registration & Technology - Does the British Council have a preferred registration system, or should the vendor propose a solution?

Answer no 10 - Vendor should propose

Question no 11: Continuing Education - Will continuing education credits be offered? If so, for which professions or accrediting bodies?

Answer No 11 - No

Question no 12: Budgeting - Is there a budget range or ceiling for this contract that vendors should be aware of when preparing their pricing proposal?

Answer No 12 - Yes, 23000 – 25000 GBP

Question no 13: Confirmation of the exact date of events in November 2025 and timeline for programme details.

Answer no 13 - First week of November

Question no 14: Scope of vendor support for content (other than the assets provided by British Council).

Answer No 14 - Designing the given content and aligning the symposium agenda

Question no 15: Vendor's role in liaising with Marriott on technical and branding permissions.

Answer No 15 - It's more on coordinating with the venue for setup and equipment.

Question no 16: Responsibility for guest invitations, RSVPs, and speaker logistics (travel and accommodation).

Answer No 16 - This will be led by the British Council but managed by the vendor

Question no 17: Health & safety expectations on Marriott systems vs. additional arrangements.

Answer No 17 - Venue itself has health and safety component but vendor to manage crowd control and knows the emergencies exists etc

Question no 18: Insurance requirements: Annex 1 mentions £100,000 liability cover. Can this be met with equivalent PKR coverage from a local insurer, or must it be from an international insurer in GBP?

Answer No 18 - It can be in equivalent PKR coverage as well.

Question no 19: Currency of proposal will be in GBP or PKR?

Answer No 19 - PKR

Question no 20: Flexibility to propose alternative branded giveaways.

Answer No 20 - Yes

Question no 21: Use of subcontractors and disclosure requirements.

Answer No 21 – Please refer to RFP Document Clause 3 Sub Clause 3.2.

By submitting a Proposal, you confirm that you will, and that you will ensure that any consortium members and/or subcontractors will, comply with all applicable laws, codes of practice, statutory guidance and applicable British Council policies relevant to the goods and/or services being supplied. All relevant 3

British Council policies that suppliers are expected to comply with can be found on the British Council website (<https://www.britishcouncil.org/organisation/transparency/policies>)

Question no 22: Supporting materials (company profile, event reels) can be submitted as attachments with Annex 2.

Answer No 22 - Yes

Question no 23: 1. LED Displays and Staging (RFP 7.A "High resolution SMD screens (P3 quality or higher)"; Section 7, Scope of Work A - Audio Visual Requirements)

Question no 24: Please confirm for the main stage and side screens: Exact minimum physical dimensions (width × height)

- Aspect ratio
- Minimum brightness (nits)
- Refresh rate (Hz)
- Bit depth
- Processor (e.g., Novastar/Brompton)
- Whether ground support or rigging from truss/ceiling is permitted at Marriott
- Maximum allowable rigging loads
- Available rigging points
- Power distribution details (amperage, phases, distro location)
- Provide specifications for digital standees, including size, resolution, and mounting type.
- Detail screen content management system requirements, including real-time update capabilities and supported file formats.

Answer No 24 - The event will be in Marriott or Serena, and stage will be provided by them. SMD should be of a size that the content can be seen by 300 people. We need standard size standees.

Question no 25. Sound System and RF Plan (RFP 7.A "Sound system with microphones (10–15 including collar mics)"; Section 7, Scope of Work A - Sound System Requirements) How many concurrent wireless channels are required across the main hall and three workshop halls?

- Define lapel vs. handheld microphone counts per space.
- Confirm preferred microphone brands and frequency bands.
- Specify RF coordination requirements and any venue RF restrictions.

- Provide target sound pressure level (SPL) coverage and speech intelligibility standards for main hall and workshop halls.
- Detail audio mixing and distribution requirements to support simultaneous sessions across multiple halls.
- Specify backup system capacity and automatic failover mechanisms.

Answer No 25 – Mics are only required during the event for the panel discussions, speeches and presentations. The workshop hall does not require any sound system.

Question no 26: Power and Backup (RFP 7.A "Backup equipment ... sound system, AV support")

- Confirm whether generator/UPS backup is required for critical loads.
- If required, specify minimum backup duration and changeover requirements.
- Provide available house power per event space (phases/amps).
- Detail load-in and load-out windows for equipment.

Answer No 26 – Venue will provide us the backup, but vendor should be responsible for its equipment backups.

Question no 27: Workshop Halls and Layouts (RFP 7.C "3 Workshop halls (TBD – 15 days in advance)"; Section 7, Programme Details - Workshop Hall Configuration).

- Confirm expected capacities and seating styles for each workshop hall (theatre, classroom, cabaret).
- Specify AV package per workshop, including screen size or projection, audio, lectern, microphones.
- Indicate whether any sessions require hybrid streaming or recording.
- If hybrid is required, specify streaming platforms, bandwidth needs, and redundancy expectations.
- Detail individual AV setup needs for the three workshop halls.
- Clarify coordination for simultaneous sessions and technical support requirements.
- Provide a timeline for hall assignments (currently TBD – 15 days in advance).
- Detail expected capacity for each workshop hall.

Answer No 27 – Workshop halls do not require any specific seating and there will be no hybrid session

Question no 28: Accessibility and Inclusion (RFP 7 overall scope; 6 Compliance; 3.2 Policies) –

- Will accessibility services be required, such as:
 - Wheelchair access routes
 - Accessible seating
 - Assistive listening devices
 - Sign language interpretation
 - Live captioning
- Specify languages required for interpretation or captioning.
- Confirm target accessibility standards to meet British Council Equality, Diversity, and Inclusion (EDI) expectations.

Answer No 28 - We have selected the venue keeping in mind the EDI and below services are not required.

Question no 29: Registration and Data Management (RFP 7.C "Online registrations & consent forms; QR based feedback forms"; Annex Data Processing) Confirm required data fields for registrations.

- Specify lawful basis for data processing.
- Clarify Controller and Processor roles (British Council as Controller, Supplier as Processor).
- Specify data retention periods.
- Confirm cross-border data transfer requirements.
- Detail any mandated security controls (e.g., encryption, access logging).
- Provide any standard registration and consent templates aligned with British Council policies.

Answer No 29 - These will be discussed with the selected vendor, but basic registration fields are required.

Question no 30: Digital Registration System Specifications (Section 7, Scope of Work C)

- Provide requirements including:
 - Expected concurrent user capacity
 - Integration requirements with British Council systems
 - Required data fields and export formats
 - Backup registration procedures for system failures
 - Real-time reporting and analytics capabilities

Answer No 30 - This will be discussed with the selected vendor. Vendor can also suggest any digital registration model.

Question no 31: Media Deliverables and Rights (RFP 7.D "Photography & Videography; Highlight video 2–3 minutes; Social media strategy"; Section 7, Scope of Work E - Deliverable Standards)

- Specify minimum deliverables for:
 - Number of edited photos
 - Delivery resolution and file format
 - Color grade standard
 - RAW image delivery (yes/no)
 - Highlight video exact duration, number of revisions, and subtitle requirements
 - Testimonial quantity and length
 - Delivery deadlines
 - Confirm media usage rights including territory, duration, and channels.
 - Clarify whether music or library licenses are included by the Supplier.
 - Define acceptance criteria and quality standards for all deliverables.
 - Specify event report content and format requirements.
 - Provide approval process timeline and revision cycles.

Answer No 31 – The selected vendor will have a meeting with British Council comms team and will be provided with the branding and media guidelines that are as per policy.

Question no 32: Safety, Security, and Medical (RFP 6 Compliance "crowd management and emergency protocols"; Section 7, Compliance - Safety and Emergency Protocols Confirm whether the following are required with staffing levels, shifts, and certifications:

- Security personnel
- Bag checks
- VIP protection
- Event medical/first aid
- Fire marshal coverage
- Provide Marriott venue emergency procedures to be integrated with event plans.
- Specify British Council health, safety, and safeguarding standards documentation.
- Detail required emergency evacuation procedures and crowd management protocols.
- Include insurance coverage requirements and minimum liability limits.
- Confirm required certifications or accreditations for event management services in Pakistan.

Answer No 32 – The below services are not required but the selected vendor should know the venues emergency exists.

Question no 33: 10. Booths and Exhibitor Services (RFP 7.C "3 Booth setup ... 8×8 or 8×10")

- Confirm booth package inclusions (shell scheme vs. custom build).
- Provide number and specifications of power sockets per booth.
- Confirm furniture provided (tables/chairs), lighting, branding surfaces, and internet connectivity.
- Specify 'English and School Education' booth requirements including:
 - Content themes and key messages displayed
 - Preferred furniture specifications and layouts
 - Technology integration (screens, interactive elements)
 - Visitor engagement objectives and expected flow patterns
- Booth staffing and management responsibilities between vendor and British Council team
- Advise if exhibitor guidelines are available.

Answer No 33 - Different booth designs can be considered and discussed. Themes and layouts will be decided later

Question no 34: Venue Specifications (Section 7, Event Details - Venue Specifications)

- Provide technical specifications of Marriott Islamabad venue including:
 - Room dimensions and layouts for main hall and 3 workshop halls
 - Available power supply locations and electrical capacity
 - Load-in and load-out access restrictions and timings
 - Existing venue AV infrastructure and integration capabilities
- Venue's technical contact for event coordination

Answer no 34 – Hall is yet to be confirmed

Question no 35: Client Responsibilities and Coordination (Section 7, Multiple Subsections)

- Clarify British Council responsibilities and handover timelines including:
- Content provision schedule and formats (speaker presentations, EaSTE videos, informational materials)
- Design approval process timeline and decision-making authority
- Deadline for final participant numbers confirmation
- Availability of dedicated British Council team for weekly coordination meetings

Answer No 35 – All the timelines and specifications will be discussed with the selected vendor

Question no 36: Budget and Commercial Terms (Section 6, Payment and Invoicing - Budget Guidelines)

- Provide overall project budget range or ceiling.
- Specify preferred cost breakdown structure (equipment, services, materials).
- Confirm payment milestone preferences beyond the standard 30-day terms.
- State currency requirements and applicable tax considerations for international suppliers.

Answer No 36 - 23000 – 25000 GBP – Vendor should provide the cost breakdown structure and preference

Question no 37: Contract Extension Criteria (Section 3.1.3, Duration)

- Clarify contract extension parameters including:
- Performance evaluation criteria for extension eligibility
- Scope of additional services during potential 3-month extension
- Extension decision timeline and notification period
- Pricing methodology for extension period services

Answer No 37 – Contract can be extended if the symposium is postponed for any reason. The prices will remain same but only the date will be extended.

Question no 38: Workshop Hall Configuration (Section 7, Programme Details) – Hall is yet to be confirmed Provide specifications for:

- Individual AV setup needs for each of the 3 workshop halls
- Simultaneous session coordination and technical support requirements
- Expected capacity per workshop hall
- Hall assignment timeline (currently TBD - 15 days in advance)

Answer No 38 – We do not need any special arrangements for the breakout sessions. Per workshop will be 30 -40 participants

Question no 39: Submission of Documents – Should the proposal documents be submitted directly to you via email, or exclusively through the TAP portal?

Answer no 39: In case if you are still unable to access the portal (<https://tap.tcsapps.com/tap2/#/bc-supplier-registration>). You can submit your detailed proposal

and clarification question to moiz.khalid@britishcouncil.org as per the timelines mentioned in the RFP documents.

Question no 40: Event Layout Plan – Is it mandatory to submit both 2D and 3D layouts or will providing either one (2D or 3D) be acceptable?

Answer No 40 - Either one is sufficient

Question no 41: Agreement Signing – Do we need to sign and stamp all the tender documents, including the draft agreement, at this stage? Additionally, should the blank fields in the agreement be filled in now, or only after award of contract?

Answer no 41: Agreement template is provided so that suppliers have an idea of the agreement template and they need to agree with this agreement template. This agreement will be signed with the selected supplier.

Question no 42: Supplier Registration – Please confirm if it is compulsory to register our company on the TAP portal (<https://tap.tcsapps.com>) prior to submission.

Answer no 42: In case if you are still unable to access the portal (<https://tap.tcsapps.com/tap2/#/bc-supplier-registration>). You can submit your detailed proposal and clarification question to moiz.khalid@britishcouncil.org as per the timelines mentioned in the RFP documents.

Question no 43: Sole Proprietorship Contract – As Prestige International operates as a Sole Proprietorship, kindly provide us with a copy of the specific contractual terms for Sole Proprietors, as referenced in the RFP.

Answer no 43: Same Agreement template will be signed with Sole Proprietor.

Question no 44: Meeting Request – We would also appreciate the opportunity to meet with you in person to discuss these clarifications in detail. Please let us know a convenient time.

Answer no 44: All the details are already shared in the RFQ document and FAQ document. So it is expected from the supplier to submit their best proposal.

Question no 45: Which hall will this event be conducted in within Marriot?

Answer No 45 - Yet to be confirmed

Question no 46: Is the event already branded or will the agency be required to brand the event also?

Answer No 46 - Vendor will have to follow our comms and media guidelines in designing the event using our logos and visuals.

Question no 47: Can you explain the purpose of 10-15 mics? How many will be collar, how many handheld etc?

Answer No 47 - for panel discussions, speeches and presentations

Question no 48: Will agency be responsible for creating whatever will be playing on stage SMDs? If so will it be required to be animated or static?

Answer No 48 - British Council will lead on this

Question no 49: Will information and content for the guest packs be provided and we will just have to design or will we be required to compose the content as well?

Answer No 49 - Content for guest's pack will be provided

Question no 50: Which halls will be utilized for the workshops? What is the footfall or these workshops?

Answer No 50 - 30 – 40 people per workshop hall

Question no 51: Will the agency be responsible for arranging and providing workshop support materials? for example dry erase board, AV equipment, tables, chairs etc.

Answer no 51 - AV Equipment vendor is responsible, other things venue will provide

Question no 52: Can you give us an idea of scale of external branding in mind if permission is granted?

Answer No 52 - It will only be limited to standees outside the hall or venue

Question no 53: How many ushers will be needed?

Answer No 53 - Vendor should recommend keeping in mind the event is for 300 participants

Question no 54: Can you describe the nature and purpose of the 3 booths?

Answer No 54 - Show and tell of different projects or organizations

Question no 55: How many posts minimum for pre and post event promotion on social media?

Answer No 55 - This will be managed by the British Council

Question no 56: Describe the requirements of the digital registration system.

Answer No 56 - Manage the RSVP's

Question no 57: Since event date is still TBD, the timeline breakdown asked for in the questionnaire cannot be precise. Is that acceptable?

Answer No 57 - Yes

Question no 58: Please advise how we can create the response for MA02 when the event space is not finalized, we do not have a clear idea of the usage of each space (based on which we can make seating decisions), we do not know the usage of the stage (based on which we

can create stage setup) and we do not know what the event agenda is and therefore cannot predict the space flow?

Answer No 58 - We have asked for a proposed plan. It does not have to be précised

Question no 59: We also do not know what the positioning of the 300 guests at any given time will be.

Answer No 59 - Main hall and then the breakout rooms for workshops

Question no 60: Will they be all together in each space or will they be breaking up into groups? What will be the size of the groups? Will groups be sharing spaces? Will there be overlap of movement that we need to consider? Without this and additional information we can not accurately present a plan that covers all your requested information touchpoints. Please advise on how to proceed here.

Answer No 60 - Event will start in the main hall, where there will be panel discussions, presentations and speeches. After that the participants will breakout into three workshop halls. A group of 30 – 40 people will attend the workshop session.

Question no 61: Is this scope locked or is there a probability of the scale to evolve based on developing requirements?

Answer No 61 - Minor adjustments can be made and suggested

Question no 62: Could you please confirm the exact event title to be used for branding “Education Symposium” or “Education Symposium by British Council”?

Answer No 62 - Education Symposium

Question no 63: For the three workshops and overall event management, would you require our team to provide support staff (for facilitation, coordination, guest handling), or do you only need us to manage the setup and technical arrangements?

Answer No 63 - Yes, ushers should be provided

Question no 64: For press liaison and media coverage, will British Council manage its own media relationships, or will the partner be required to bring in PR/media houses?

Answer No 64 - British council will manage

Question no 64: To what extent will the partner handle pre- and post-event social media campaigns? Should we plan only for content creation or also paid media buying/boosting?

Answer No 64 - Only content creation – Pre and post event social media campaigns will be very limited

Question no 65: Will the British Council provide its own registration software/system, or is the vendor expected to develop/manage an online registration platform with integrations (QR codes, consent forms, etc.)?

Answer No 65 - Vendor is responsible for this

Question no 66: We would greatly appreciate your guidance on these points so we can finalize our proposal accordingly.

Question no 67: It is mentioned in the documents attached that Marriot Hotel will be the Venue and will be booked by British Council. Please specify which Hall will be booked within Marriot for the Main Event and which 3 halls will be booked for the Workshops? We require this information to conduct a site visit to provide you with a seating/floor plan which is one of the submission requirements of your RFP.

Answer No 67 - The hall is yet to be confirmed – An assumed seating plan can be provided.

Question no 68: Can you please provide us with the brand guidelines for British Council? One of the requirements in the Scope of Work is that all designs have '**Comply with the British Council brand guidelines**' and since the scope contains design/creative elements, we would require either the brand guidelines or guidance as to which logo/direction to use for the submission.

Answer No 68 - As of now, vendors can submit generic logo designs, but brand guidelines will be shared with the selected vendor.

Question no 69: With reference to the SMD Content mentioned in **point 4 under B. Event Material Designs & Production of the Scope of Work section**, please specify what kind of SMD Content we would need to develop on top of what will be provided by the speakers & British Council?

Answer No 69 - Vendor will have to align the information given by the British council. For example – Programme detailed Agneda, speaker's bios, Video should be played smoothly

Question no 70: In **Section C of the Scope of Work, Administrative & Logistical Arrangements**, you have mentioned **Digital Registration Management** for the pre and during event registration process. Please specify what kind of Digital Registration is required? It would be great if you could go into a little detail of what you are looking for with this particular request.

Answer No 70 - Microsoft/Google forms with basic participant information (Vendor can suggest ideas)

Question no 71: In **Section B, Event Materials Design & Production**, it is mentioned that **A4 information flyers for School Education programmes** are to be designed for the submission process. Please provide content or details for these flyers so we are able to design them?

Answer No 71 - Please share a generic flyer design as content will be provided by the British Council later. Vendor is responsible for designing and printing.

Question no 72: **Deliverables: Photography & Videography** - In the deliverables section, you've mentioned *3-4 testimonial videos (30 sec)* but under photography/videography it says *testimonial videos (if required)*. Could you please confirm whether testimonial videos are mandatory (and in what quantity)?

Answer No 72 - Testimonial videos will be 2-3 depending on the top tier British Council's stakeholder participation. Also, testimonial videos can be included in the highlight videos.

Question no 73: **Media Coverage** - The scope mentions *press liaison (if required)* — should we include media outreach/press coordination in our proposal and cost, or will that be managed separately by British Council? And what sort of press you're expecting for this event?

Answer No 73 - This will be managed by the British council

Question no 74: **Social Media Strategy – Pre-event Promotion** - For *pre-event promotion (if required)*, do you expect us to prepare a **content strategy & creative asset**, or to also manage **paid campaigns/performance marketing**? Clarifying this will help us define the cost. Also, please specify, which social media platforms will be used for this event's promotion?

Answer No 74 - If we decide on a pre-event promotion it will only be to increase participants at the event

Question no 75: **Social Media Strategy – Post-event** - For *post-event highlights*, would you like us to handle only **content creation and posting**, or also **performance boosting** –

Answer No 75 - Content creation and posting

Question no 76: **Digital Invitations** - Regarding *digital invitations*, do you prefer a **simple still design**, a **branded e-invite (PDF)**, or a **short-animated video** formatted for WhatsApp/email?

Answer no 76 - All the options can be explored

Question no 77: **Online Registrations & Consent Forms** - For *online registrations and consent forms*, would you like us to create a **dedicated microsite** or would a **Google Form solution** be sufficient?

Answer No 77 - Both options can be explored

Question no 78: **QR-Based Feedback Forms** - For *QR-based feedback forms*, do you want a **custom web-based form integrated with event branding**, or a **Google Form/standard template** approach?

Answer No 78 - Both options can be explored

Question no 79: Could you please provide the specific names of the Marriott halls that have been booked? Knowing this will help us with our detailed layout plans.

Answer No 79 - This is yet to be confirmed but an assumed layout plan can be shared.

Question no 80: Could you please provide details of the event workflow. Will the event start in the main hall as an opening session for all 300 invited guests who will then breakout into smaller groups in different halls?

Answer No 80 - Yes – Event in the main hall will have panel discussions, keynote speakers and presentations. After that audience will breakout for workshops in different halls.

Question no 81: Could you specify the target audience for the event. Understanding the profile of attendees will allow us to tailor the event experience to their needs and expectations.

Answer No 81 - Audience will be our top tier stakeholders (Provincial government ministers, secretaries), policy makers, education policy experts, international development agencies, teachers and head teachers.

Question no 82: Will a stage with panels seating and backdrops be required in each hall with AV support and rostrum, and if so, what are the specifications or capacity requirements for each hall? Considering the booking for Marriott is being done by you, does that also include chair, tables etc.

Answer No 82 - The main event will be in the main hall. Other three halls will be used for breakout workshops, and we do not have any specific requirements for it. Furniture will be provided by the venue.

Question no 83: For the 3 exhibition booths, you need the standard shell-scheme constructions or will they be custom-designed builds?

Answer No 83 - Both options can be explored

Question no 84: To our understanding this is a single day symposium. Please confirm –

Answer No 84 - Yes – 1 day

Question no 85: **Venue & Setup**

- Which hall at Marriott Islamabad is reserved for the main conference, and which halls are booked for the workshops?

Answer No 85 - This is yet to be confirmed

- What size of SMD screen will be needed?

Answer No 85 - Please suggest a size that is accessible to 300 participants

- How many people do you expect in a panel discussion? Should the panel setup be only on the main stage, or also in the workshop halls?

Answer No 85 - 4-5 people in a panel discussion and it will only be on the main stage. Workshop halls will not have any panel discussion

Question no 86: **Event Materials**

- Do you need us to design all branding materials (print and digital), or will your agency/team handle this and we only provide support where needed?

Answer No 86 - Vendor will design all the material. British Council will guide and approve designs as per their branding policy.

Question no 87: **Logistics**

- For registration, would you prefer Google Forms, an event platform, or a customized app?

Answer No 87 - This can be discussed, and ideas can be explored

- For the “English and School Education” booths:
- What size do you prefer — 8x8 ft or 8x10 ft?

Answer No 87 - Depending on the space we get from the hotel. We have flexibility on the size

- Do you want a standard stall or a customized one?

Answer No 87 - We are open to both options

- How many chairs and tables should be arranged?

Answer No 87 - We can ask the hotel to provide but the vendor should keep in mind 2 tables and 4 chairs per booth

- Should we provide digital standees or screens?

Answer No 87 - Both options can be explored

Question no 88: **Deliverables**

- For how many days will the halls be booked?

Answer No 88 - 1 - Only for the day of the event

- Please note: setup requires at least 12 hours. For example, if the event starts at 9:00 AM on Saturday, we will need access to the hall by 9:00 AM on Friday. Will this be possible?

Answer No 88 - Usually, the halls for setups are given in the evening by the hotel(s) but this can be discussed.

Question no 89: Can you please confirm that the SMD Screen and Sound System will be installed in the 3 Workshop halls? If yes please provide SMD and Sound Requirement and also other material which you required in 3 workshop halls.

Answer No 89 - No SMD and sound system will be installed in the other three halls. These will only be used for breakout workshops.

Question no 90: Will the British Council provide key visuals (KVs), templates or brand guidelines for the event?

Answer No 90 - Yes

Question no 91: Any specific event name to be used?

Answer No 91 - As for now Education Symposium

Question no 92: Are there any specific colors or themes you want to be dominant (e.g., corporate blue, education-related motifs)?

Answer No 92 - British council will guide on this

Question no 93: Do you have a preferred look and feel (formal/conference style vs. vibrant/interactive)?

Answer No 93 - Vibrant and interactive

Question no 93: What is the name of the hall so we can determine the dimensions for layout? –

Answer No 93 - Hall is yet to be confirmed

Question no 94: Will British Council provide the content/design copy for flyers, standees, and digital content or do you expect us to develop creative concepts?

Answer No 94 - We will provide the guidelines on content and designs, but the vendor should provide creative concepts while designing these.

Question no 95: Could you please confirm the number of panelists and the planned split across the three halls? This will help us with the necessary preparations.

Answer No 95 - Panel discussion will be in the main hall only. Three halls will be used as breakout rooms for workshops.

Question no 96: Regarding the SMD screens, we understand they will be installed in all three halls. Is there a specific size ratio we should adhere to for these screens?

Answer No 96 - SMD screen will only be required in the main Hall

Question no 97: For the consent forms and registration, could you please advise on the publishing platform? We need to know if they will be shared on the official website, social media, or another platform recommended by the British Council.

Answer No 97 - This event will be invitation based only. Vendor will have to manage the registrations.

Question no 98: We plan to post ads on social media platforms like Facebook, Instagram, TikTok, and YouTube. Would you like to use any other platforms as well?

Answer No 98 - This will have to be approved by our comms team first

Question no 99: Lastly, regarding the giveaway plant in a pot, we need to know if we should be using artificial or natural plants.

Answer No 99 - Natural plant

Question no 100: Your guidance on these matters is greatly appreciated. We look forward to your response so we can move forward smoothly.

Question no 101: We are having trouble accessing the supplier registration site. Could you please assist us with accessing and completing the registration?

Answer no 42: In case if you are still unable to access the portal (<https://tap.tcsapps.com/tap2/#/bc-supplier-registration>). You can submit your detailed proposal and clarification question to moiz.khalid@britishcouncil.org as per the timelines mentioned in the RFP documents.

Question no 102: Regarding hall allocations:

Question no 102: Will the Grand Ballroom be allocated for a 3D-related session? We need

dimension details for accurate 3D renders and diagrams.

- Could you confirm which three other halls will be used for other sessions?

Answer No 102 - The hall name has not been confirmed yet but assumed 3D diagrams can be provided now. The other three halls will be used for the breakout workshops only

Question no 103: For branding purposes, will the British Council provide key visuals and branding guidelines, or should we create these according to our specifications?

Answer No 103 - British council will provide guidelines

Question no 104: What is the **core objective** of this symposium; thought leadership, networking, policy impact, or public visibility?

Answer No 104 - Networking, Impact, collaboration and showcasing, Empowerment through education, stakeholder management

Question no 105: Are there any **specific themes, messages, or key narratives** (beyond workshops and policy dialogue) that should be reflected in the event design and branding? Yes,

Answer No 105 - British council will guide the vendor on this.

Question no 106: Do you prefer the overall **tone and atmosphere** of the event to be academic/professional, or more interactive/celebratory?

Answer No 106 - It should be professional but interactive/celebratory and futuristic.

Question no 107: Since the venue (Marriott) is already booked, are there any **restrictions** regarding branding, décor, or external setups?

Answer No 107 - Not really but selected vendor and British Council staff will visit the venue to further discuss this

Question no 108: Will British Council provide the **final floor/seating layout**, or should we propose an option for approval?

Answer No 108 - Please propose an option

Question no 109: Are there any **preferred stage design inspirations or references** from your previous events?

Answer No 109 - No, preferred stage designs.

Question no 110: How many total **sessions (panels, workshops, dialogues)** are expected, and will a detailed programme/timeline be shared beforehand?

Answer No 110 - Yes, 3 workshops, 2-3 panels, 3-4 Keynote speakers

Question no 111: Are there specific **British Council templates or brand guidelines** that must be strictly followed for participant packs, standees, and presentations?

Answer No 111 - Yes, British Council will guide the vendor on this

Question no 112: Would you like us to **propose digital standees** (interactive/LED-based), or should we stick to standard ones only?

Answer No 112 - Both can be considered

Question no 113: For the branded giveaway (potted plant), do you want us to propose **design/packaging options**, or keep it simple and minimal?

Answer No 113 - Both options can be considered

Question no 114: Who will be responsible for **developing flyer content**?

Answer No 114 - Content will be provided by the British council but designed and printed by the vendor

Question no 115: Are there any **artworks, KVs, or past event visuals** available for reference? If not, should we create a fresh concept for approval?

Answer No 115 - Please create a fresh concept for approval

Question no 116: What **color palette** should we follow for event designs?

Answer No 116 - This will be provided by the British Council

Question no 117: Is there a **fixed budget ceiling** we should align with before drafting costings?

Answer No 117 - Yes, 23000 – 25000 GBP

Question no 118: if US based companies would be considered? We do events globally and think we could be a great fit for this opportunity.

Answer No 118 - Yes