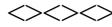


PAKISTAN ACADEMY OF LETTERS
Sector H-8/1,
Islamabad.



REQUEST FOR PROPOSAL (RFP)

Hiring of Event Management Company for Three-Day International Writers Conference
“Literature, Global Peace and the Environment”

1. INTRODUCTION

The Pakistan Academy of Letters (PAL), a prestigious national literary institution established in 1976 and functioning under the Ministry of National Heritage & Culture, Government of Pakistan, intends to organize a Three-Day International Writers Conference titled “Literature, Global Peace and Environment”, scheduled to be held in Islamabad from April 03–05, 2026.

The Conference aims to bring together eminent national and international writers, scholars, intellectuals, peace advocates, and environmental experts to promote global literary discourse, peace building, environmental awareness, and cultural diplomacy. The event also seeks to counter extremist narratives, strengthen Pakistan’s soft image internationally, inspire youth, and foster long-term international literary and academic collaboration.

To ensure professional planning, seamless execution, and high international standards, PAL invites proposals from reputable and experienced Event Management Companies (EMCs) to undertake comprehensive event management responsibilities under the direct supervision of the Management Committee of PAL.

2. INVITATION TO BID

Pakistan Academy of Letters hereby invites sealed Technical and Financial Proposals from eligible, registered, and experienced Event Management Companies for organizing and managing the above-mentioned Three-Day International Conference, strictly in accordance with the Public Procurement Rules, 2004.

3. PROCUREMENT METHOD

- Single stage two envelope Procedure
- Governed under Rule 36(b), PPRA Rules, 2004
- Envelope-I: Technical Proposal (30percent weightage) & Envelope-II- Financial Proposal (70 percentage) (separate)
- Formula for Technical Evaluation (Marks obtained / total marks) *30
- Formula for Financial Evaluation (lowest bid/total cost or bid)*70

As per rule 36 (b) (v): *The procuring agency shall evaluate the technical proposal in a manner prescribed in advance, without reference to the price and reject any proposal which does not conform to the specified requirements;*

4. MAJOR COMPONENTS /ACTIVITIES OF THE EVENT

The Conference shall comprise the following major components:

- Participation of international and national writers, scholars, and academics
- Inaugural and Closing Ceremonies.
- Plenary sessions, parallel academic sessions, panel discussions, book launches, and Mushaira
- Cultural/Musical Performance and literary segments
- Participation of foreign delegates, diplomats, and senior government officials
- Extensive media coverage and documentation

The selected Company shall provide complete operational, logistical, technical, and coordination support to ensure the successful conduct of the event in line with international best practices.

5. SCOPE OF WORK / JOB DESCRIPTION

The selected Company shall be responsible for end-to-end planning, execution, coordination, and post-event management, including but not limited to the following:

A. PRE-EVENT PLANNING & COORDINATION

- Development of a comprehensive event execution plan, timeline, and work breakdown structure
- Close coordination with PAL for approvals, branding, protocols, and compliance
- Development of conference branding, theme-based designs, and event identity
- Coordination with speakers, moderators, international delegates, and stakeholders
- Preparation of detailed conference schedules, session plans, and run-of-show documents
- Venue assessment, site visits, layout planning, and logistics mapping
- Any other task as per requirement

B. VENUE & LOGISTICS MANAGEMENT

- Complete venue setup including stage, backdrop, lectern, seating arrangements
- Establishment of registration desks and help counters
- Arrangements for plenary halls, breakout rooms, workshops, and panel discussions
- Provision and installation of sound systems, lighting, LED screens, projectors, and microphones
- Backup power arrangements (generators/UPS)
- Provision of reliable internet and Wi-Fi facilities for speakers and media
- Any other task as per requirement

C. REGISTRATION & DELEGATE MANAGEMENT

- Online and on-site registration management
- Design, printing, and placement of banners, posters, invitation cards, and signage
- Conference kits and souvenirs (as per sample)
- Volunteer and help-desk management
- Seating, security, and protocol arrangements for VIPs and foreign delegates
- Any other task as per requirement

D. HOSPITALITY & PROTOCOL SERVICES

- Arrangement for hotel accommodation
- Airport pick-up and drop-off arrangements
- Transportation arrangements for delegates and speakers
- Catering services including tea/coffee, lunches, and official dinners
- Conference folders and participant materials
- VIP protocol management in coordination with PAL and relevant authorities
- Any other task as per requirement

E. MEDIA, PUBLICITY & DOCUMENTATION

- Media liaison, press coordination, and coverage facilitation
- Design and installation of banners, standees, and backdrops
- Professional photography and videography (high resolution)
- Live streaming and recording of sessions
- Preparation and submission of post-event highlights, reports, press releases, and documentation
- Any other task as per requirement

F. ON-SITE EVENT MANAGEMENT (DURING THE EVENT)

- Deployment of trained project managers, coordinators, and support staff
- Session coordination and speaker facilitation
- Time management and smooth execution of the program
- On-ground troubleshooting and contingency handling
- Daily progress reporting to PAL's designated focal persons
- Any other task as per requirement

G. POST-EVENT DELIVERABLES

- Submission of comprehensive event completion report
- Financial reconciliation and utilization statements
- Attendance records and participant data
- Delivery of edited photographs, videos, and session recordings
- Dismantling of event setups and restoration of venue
- Any other task as per requirement

6. SUPERVISION & REPORTING

The Event Management Company shall operate under the direct supervision of the Management Committee of NH&C Division of Islamabad Writers Conference-2026.

All plans, designs, branding materials, sponsorships, expenditures, and operational decisions shall require prior written approval of PAL.

PAL reserves the right to modify, add, or withdraw any activity during execution in accordance with PPRA Rules.

7. ELIGIBILITY & QUALIFICATION CRITERIA

A. LEGAL & REGULATORY REQUIREMENTS

- Valid NTN and FBR Registration Certificate
- Active Taxpayers List (ATL) status
- Sales Tax Registration (if applicable)
- Company Registration Certificate (SECP / Partnership Deed) active/valid
- Affidavit confirming that the firm is not blacklisted by any Government or Semi-Government organization

B. FINANCIAL CAPACITY

- Bank statements for the last three (03) financial years
- Audited financial statements for the last three (03) years
- Minimum average annual turnover relevant to event management for last three (03) years
- Capacity to mobilize resources without advance payment, if required

C. EXPERIENCE REQUIREMENTS

- Minimum five (05) years of experience in event management
- At least three (03) successfully completed national or international conferences of similar scale

D. HUMAN RESOURCE CAPACITY

- Dedicated Project Manager with at least five (05) years of relevant experience

- Qualified technical teams for AV, stage production, logistics, and registration
- List of permanent and contractual staff with CNIC details

E. TECHNICAL CAPABILITY

- Ownership or valid rental arrangements for sound, lighting, and LED equipment
- Event execution methodology and risk management plan
- Quality assurance and contingency planning mechanisms

8. BID EVALUATION CRITERIA

(Details of Technical Evaluation Criteria, total 70% marks are required to qualify)

Lot-I

Technical Proposal for Ticketing Management Company/Firm (Technical Weightage 30%)
(Mandatory 50% marks in each category)

Sr	Description	Required Criteria	3-Year	4-Year	5-Year	Total
1	Legal & Compliance	IATA Accreditation, Valid Travel Agency License	15	20	25	25
2	Operational Experience	Experience in handling Government / Corporate Air Ticketing Domestic & International Ticketing Emergency / Urgent Booking Handling	15	20	25	25
3	Human Resource Strength (Qualified ticketing staff, supervisors & support staff)	5-10 staff	5-10 staff	10-20 staff	20-30 staff	
			15	20	25	25
4	Technical Capacity & Systems	Online Booking System (GDS – Galileo/Amadeus/Sabre)24/7 Support System In-house Refund & Re-issuance Capability	Basic System	Partial Integrated System	Fully Automated & Integrated System	
			15	20	25	25
		Grand Total				100

All companies/firms should submit an affidavit along with technical bids certifying that the company has never been blacklisted by any government body/entity.

Financial Proposal – 70% weightage (To be submitted in a separate sealed envelope)

The Financial Proposal must be item-wise, inclusive of all government taxes, and clearly mention the total cost.

Indicative Cost Heads (BOQs)

1. Air Tickets (IATA registered companies will be preferred)

S. #	Tentative Description for air ticketing (return tickets) (Tentative Arrival on 02.04.2026 and departure on 06.04.2026)	Proposed Quantity Approx.	Rate per ticket (PKR)	Total (PKR)
1	USA-Islamabad	02		
	UK-Islamabad	01		
	Russia-Islamabad	01		
	Azerbaijan-Islamabad	01		
	Brazil-Islamabad	01		
	Colombia-Islamabad	01		
	China-Islamabad	01		
	Portugal-Islamabad	01		
	Total	09		

2. Air Tickets (Domestic) (IATA registered companies will be preferred)

S. #	Tentative Description (services to be procured)	Proposed Quantity Approx.	Rate per ticket (PKR)	Total (PKR)
1	Karachi-Islamabad-Karachi	35		
	Sukkur-Islamabad-Sukkur	05		
	Turbat-Karachi-Islamabad-Karachi-Turbat	02		
	Quetta-Islamabad-Quetta	28		
	Gilgit-Islamabad-Gilgit	03		
	Skardu-Islamabad-Skardu	07		
	Any other domestic flights as per final schedule of the award recipient.	-		
	(Total Delegates Approximately)	80		

Lot-II

Technical Proposal for Hotels/ Hotel Management Companies/Firms (Technical Weightage) – 30% (mandatory 50% marks in each category)

Sr. No.	Evaluation Category	Sub-Criteria				Total
1	Legal & Compliance	Valid company registration (SECP)	FBR Registration & Active Taxpayer	No blacklisting affidavit	Required licenses/registrations	25

2	Relevant Experience	Years of hotel management experience	Number of hotels managed (past 2 years)	Experience with 3–5 star properties	Experience with government	25
3	Technical & Operational Capacity	Operational model & SOPs	F&B management capability	HR & training systems	Health, safety & compliance standards	25
4	Reputation & Performance	Client references	Performance certificates	No litigation / dispute record	-	25
	Total					100

Financial Proposal – 70% weightage (To be submitted in a separate sealed envelope)

The Financial Proposal must be item-wise, inclusive of all government taxes, and clearly mention the total cost.

Indicative Cost Heads (BOQs)

1. Accommodation (Provision of Room/Room Services etc., at Hotels / Guest Houses based in Islamabad)

S. #	Description (services to be procured)	Requirement of room	Unit Price	Price (PKR)	Requirement of room	Unit price	Total (PKR)
1	Room Rent;	Single			Double		
	(i) Three Star Hotel	20			90		
	(ii) Five Star Hotel	15			0		
	(Name of Hotels will be mentioned) Including Airport Pick and drop, breakfast and other complementary facilities.						
2.	Lunch/Dinner Charges at Hotel for staying guests (Per Head) if required						

Lot-III

Technical Proposal for Event Management Company (Technical Weightage) – 30% (mandatory 50% marks in each category)

Sr	Description	Required Criteria	Marks			
			3-Year	4-Year	5-Year	Total
1	Experience in event management	3-5 years	3-Year	4-Year	5-Year	Total
			15	20	25	25
2	successfully completed national or international conferences of similar scale	3-5 events	3-event	4-event	5-event	total
			15	20	25	25
3	Human resource strength (Project managers supervisory staff and supporting staff)	10-30	10	20	30	Total
			15	20	25	25
4	In house/rental Technical equipment and capacity	Latest models of SMD/sound system/ lighting	SMD	Sound	Lights	Total
			10	10	5	25
Total					100	

All companies/firms should submit an affidavit along with technical bids certifying that the company has never been blacklisted by any government body/entity.

Financial Proposal – 70% weightage (To be submitted in a separate sealed envelope)

The Financial Proposal must be item-wise, inclusive of all government taxes, and clearly mention the total cost.

Indicative Cost Heads (BOQs)

1. Pre-Event Planning & Coordination

S. #	Description (services to be procured)
1	Event planning & management (Concept development, Registration desks at all venues for Delegates and audience, & counters at venues, and at PAL, Technical staff, Ushers & volunteers)

2. Pana flex Printing, Souvenirs Detail of Material / Services Required

S. #	Description (items to be procured)	Proposed Quantity Approx.	Unit Price (PKR)	Total (PKR)
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1	Designing, Preparation, Printing, and marketing: preparation and printing of banners standees and flyers and digital marketing (preparation of social media posts and marketing campaigns) for publicity on social and other platforms (print on highway etc. digital on social). Proper plan for the whole event. Designing of Event Materials collateral			
3	Invitation Cards (A4 with center folding & Printing on both sides) Art 300 Gram (Four Colors) & Envelopes (5X7)	1000 Nos		
4	Name Cards, ribbon, and jackets (3X5)	600 Nos		
5	Pana flex Pole Streamers size (3'X6') with wooden frame at different places in Islamabad including installation. (i) (On Imported Media/ Good Quality)	1000 Nos		
5	Pana flex 2.5'X5' at Venue	100 Nos		
	Standee size 2.5'X5' at Venue	50 Nos		
6	Stage Side Panels/ Wings for backdrop 8'X16' (i) With Iron Frame + Installation	04 Nos		
7	Pana Flex. Rate will be quoted as per square ft. for sessions /Publicity.	5000 sft.		
8	<ul style="list-style-type: none"> ➤ Conference Bags (As per sample) ➤ Ball Pen (As per sample) ➤ Scarf (As per sample) ➤ Letter Pad 10 sheet (7"X4) with binding (As per sample) ➤ Mug (as per sample) 	450 Nos		

3. **SMD, Sound System & Video Recording (s) etc.**

S. #	Description (services to be procured)	Proposed Quantity Approx.	Unit Price (PKR)	Total (PKR)
1	SMD Screen with flower decoration on 4 sides. Size; (i) 30X12 ft. (For 02 days i.e. 03 to 05 April, 2026)	01		

	(ii) 30X12 ft. (For 03 days i.e. 03 to 05 April, 2026)	01		
	(iii) 12X08 ft. (For 02 days i.e. 04 & 05 April, 2026)	06		
2	Sound System with Monitors SP-4 04 pairs plus 06 mic stands for two days.	01		
	Sound System with Monitors SP-2 01 pair plus 06 stands, 10 cordless mics for two days.	06 Each		
3	Video Recording including editing (video Clips Editing & post-event deliverables video highlights, and complete video) Photography of all events, Deliverables data in soft and print of selected photographs. For Opening and concluding Ceremony.	01 Nos 01 Nos		
4	Video Recording including editing (video Clips Editing & post-event deliverables video highlights, and complete video) Photography of all events, Deliverables data in soft and print of selected photographs For 02 days i.e. 04 & 05 april, 2026.	06 Nos 06 Nos		

4. Catering & Tent Services at Venue (Meals, Tea & Drinking Water)

S. #	Description (services to be procured)	Proposed Quantity Approx.	Unit Price (PKR)	Total (PKR)
1	The company will establish a Writers Lounge/café for tea/coffee at the venue(s) which will be available for the writers throughout the day.			
	Lunch Menu : Yakhni Pulao, , Chicken Qorma, Dall Mash, Raita, Salad, Nan, Roti, 01-desert, Green Tea, Mineral Water For 02 days.	500 persons		
	Dinner Menu 2: Zeera Rice, Chicken Malai Boti, Chicken White Qorma, , Vegetable, Raita, Salad, Nan, Roti, Desert, Green Tea, Mineral Water. For 03 days. with essential items like Cutlery, Crockery, waiters (at least 20 waiters) etc.	450 persons		
2	Running tea in writers lounge 02-Days	450 persons		

3	Hi-Tea (Chicken patties one bite, chicken sandwich, pastries one bite, tea/coffee) For 02 days. with essential items like Cutlery, Crockery, waiters (at least 10 waiters) etc.	450 persons		
4	Drinking Water (Mineral Water) S/L Bottle (Per bottle rate will be quoted)	500 (500 ml)		
5	Drinking water 19 liter with	70		
	Rent of Dispenser for event	08		

5. Decoration and flower arrangements etc

S. #	Description (services to be procured)	Proposed Quantity Approx.	Unit Price (PKR)	Total (PKR)
1	Decoration of Stage for Inaugural and Concluding Session(s) (Size 45ftX3ft)	02 (Nos)		
2	Decoration of Hall, Podiums with fresh flowers arrangements For 02 days	10 (Nos)		
3	Flower arrangements for venue Podiums with artificial flowers arrangements For 03 days	20 (Nos)		
4	Flower Baskets			
	Day-1	05		
	Day-2	06		
	Day-3	14		
	Bouquets-15	10		
5	Shell stalls (09X18)	10		
6	VIP protocol arrangements reservation, security, and reception walk through gates Metal Detectors	04 Nos		

	Armed Security staff	04 Nos 12 person		
7	Lighting at venues (truss at stage 36X20) for 03 days	02		
8	Chairs acrylic For 03 days	400 No.		
9	Sofa seating For 03 days	100 person		
10	SMD lights	100 Nos		
11	Tissue paper boxes/ napkins	100 boxes		

6. Hiring of Buses/Coasters/Hi-aces (For Transportation of Guests from Airport to Hotel & Back. (ii) Hotel to Venue & Back)

S. #	Description (services required)	Proposed Quantity Approx.	Unit Price (PKR)	Total (PKR)
1.	26-Seater Coasters (Air Conditioned) with Fuel (if any) etc. For 03 days	10		
2.	Hi-ace (Air Conditioned) with Fuel (if any) etc. For 03 days	03		
3.	Cars for delegates Sedan Civic or corolla (1600-2000CC) of latest model. For 05 days	10		

7. Provision of Event Manager, Ushers, volunteers, technical staff, and janitorial staff at venues

S. #	Description (services to be procured)	Proposed Quantity Approx.	Unit Price (PKR)	Total (PKR)
1.	Event manager/coordinator From the date of contract	05	To be provided by the company (Price not to be quoted)	To be provided by the company (Price not to be quoted)
2.	Ushers/Volunteers From the date of contract	20	To be provided by the company (Price	To be provided by the

			not to be quoted)	company(Price not to be quoted)
3.	Technical staff For 05 days	10	To be provided by the company(Price not to be quoted)	To be provided by the company(Price not to be quoted)
4.	Janitorial staff (including arrangements i.e. tissue roles, hand washes paper towels etc.) For 05 days	10		

Rates should be quoted inclusive of all government taxes.

8. Any additional approved services

Note: Conditional or lump sum bids without proper breakup may be rejected. Prices must be quoted in Pak Rupees (PKR).

9. TERMS & CONDITIONS

- Procurement shall be governed strictly under PPRA Rules, 2004
- PAL reserves the right to accept or reject any or all bids under Rule 33
- Payments shall be made as per agreed milestones
- Penalties may apply for delays or substandard performance
- No sub-contracting shall be allowed

10. BID SUBMISSION DETAILS

Sealed bids must be submitted at:

- Pakistan Academy of Letters, Islamabad
- Bid validity: 90 days
- Last date of submission: as per advertisement

11. STANDARD PPRA COMPLIANCE CLAUSES (As per Public Procurement Rules, 2004)

1. Transparency & Fairness

The procurement shall be conducted in a transparent manner in accordance with PPRA Rules, 2004. All bidders shall be treated equally without discrimination.

2. Clarifications

Any request for clarification must be submitted in writing at least five (05) working days before the bid submission deadline. Responses will be shared with all bidders.

3. Bid Validity

Bids shall remain valid for a period of ninety (90) days from the date of opening of the technical proposals.

4. Rejection of Bids

Pakistan Academy of Letters reserves the right to reject any or all bids at any time prior to acceptance under Rule 33 of PPRA Rules, 2004, without assigning any reason.

5. Conflict of Interest

Bidders must disclose any potential conflict of interest. Failure to do so may result in disqualification.

6. Corrupt & Fraudulent Practices

Any bidder found involved in corrupt or fraudulent practices shall be disqualified and may be blacklisted as per government rules.

12. READY-TO-PUBLISH TENDER NOTICE

(For Newspaper / PPRA Website)
TENDER NOTICE

Pakistan Academy of Letters, Islamabad invites sealed bids from reputable and registered Event Management Companies for organizing and managing a Three-Day International Conference.

1. PROCUREMENT DETAILS

- Procurement Method: Single Stage – Two Envelope Procedure
- Governing Rules: Public Procurement Rules, 2004

2. ELIGIBILITY CRITERIA

Interested firms must fulfill the following minimum requirements:

- Registered with FBR and listed on Active Taxpayers List (ATL)
- Registered on EPADS
- Proven experience of organizing national and/or international conferences/events
- Adequate financial strength, technical capacity, and qualified human resources
- Compliance with all terms and conditions specified in the bidding documents

3. SUBMISSION OF BIDS

- Bids shall be submitted under Single Stage – Two Envelope Procedure:
 - i. Envelope-I: Technical Proposal
 - ii. Envelope-II: Financial Proposal
- Bids must be sealed and enclosed in an envelope clearly marked “Hiring of Event Management Company for Three-Day International Writers Conference” addressed to Pakistan Academy of Letters, Islamabad, along with a pay order amounting to Rs.2,000/- in the name of Pakistan Academy of Letters.

4. MANDATORY ONLINE SUBMISSION ON EPADS

- Online submission of bids through EPADS is compulsory.
- Hard-copy submissions will only be entertained if the bidder has successfully submitted the bid online on EPADS.
- Applications/bids submitted only in hard form without EPADS submission shall not be considered.

5. AVAILABILITY OF BIDDING DOCUMENTS

- Bidding documents can be obtained during office hours from Pakistan Academy of Letters, Islamabad or Downloaded from EPADS / PPRA website

6. OPENING & EVALUATION

- Technical proposals will be opened first as per PPRA Rules
- Only technically qualified firms shall be invited for opening of financial proposals
- Date, time, and venue for opening of bids will be announced through EPADS

7. IMPORTANT NOTES

- Incomplete, conditional, or late bids shall be rejected
- Pakistan Academy of Letters reserves the right to accept or reject any or all bids as per PPRA Rule-33
- This advertisement does not commit PAL to award the contract
- Only technically qualified firms will be considered for financial evaluation.
- PAL reserves the right to reject any or all bids as per PPRA Rule 33.

Deputy Director (A&F)
Pakistan Academy of Letters
Islamabad.
051-9269711