



TERMS OF REFERENCE

INDIVIDUAL CONSULTANTS' TERMS OF REFERENCE (TORS) FOR THE DEVELOPMENT OF TOURISM DOCUMENTARIES AND MARKETING VIDEOS

**Project Name:
Tourism and Hospitality Sector: COVID-19 Economic Recovery and Resilience Response Program. (CERRRP)**

Uganda Tourism Association

May 2021

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1.0 GENERAL INFORMATION

Service / Work Description: **Development of Tourism promotional & Marketing Videos on Culture & Adventure Themes**

Project/Program Title: CERRRP

Post Title: Consultant

Duration: 60 Working Days

Expected Start Date: Immediately after signing of the contract

Submission email: admin@ugandatourismassociation.org copy ceouta2016@gmail.com

1.1 BACKGROUND

The Tourism Sector in Uganda compared to other export sectors is unique since expenditure of the tourists gives rise to six major economic impacts that include (i) the Gross National Product (GNP), (ii) foreign exchange earnings, (iii) employment, (iv) government revenue, (v) regional distribution of income and (vi) investments. Tourism is recognized as core sector in the transformation of Uganda by the Government of Uganda in the third National Development Plan (NDPIII) and in the Vision 2040 recognize the Tourism Sector as the mainstay of the transformation of the country from a predominantly peasant and low-income society to a modern, prosperous and competitive upper middle-income one.

However, due to the pandemic, the Tourism and Hospitality sector is considered one of the hardest-hit sectors by the COVID-19 Outbreak in Uganda. The sector experienced a sharp drop in demand and a surge in job losses at the national, regional and global level, putting many MSMEs in the tourism and hospitality sector at risk of closure or death in some cases. The COVID-19 impact economic study carried out among our members indicated that over 1 Million tourist arrivals have been lost, 7 in every 10 jobs in the sector have been lost, 8 in every 10 hotels business registered business cancellations, 448,996 hotel rooms were cancelled between March to July 2020 and 9 in every 10 tour companies registered cancellations. Against this background, the Uganda Tourism Association (UTA) with support from MasterCard Foundation and Private Sector Foundation has established **Tourism and Hospitality Sector COVID-19 Economic Recovery and Resilience Response Program**.

1.1.1 Overall Goal and Objective of the Economic Recovery and Resilience Response Program

The overall aim of the program is to support the tourism and hospitality sector (including SMEs) to mitigate effects of COVID-19 through structured business recovery and resilience support, to enable the sector recover and support the economy through reemployment of those lost staff and creation of new opportunities, especially for youth.

The program has identified several outputs and among them is one that focuses on the provision of refined marketing material in the form of first-class video content to support destination marketing and promotional efforts. This will contribute to strengthening the resilience of the tourism and hospitality sector given that it will provide the players with fresh tools in the form of

video content that meets the needs and standards of the current digital media age and inspiring an increased visitation to Uganda for tourism purposes in both the immediate and distant future.

The activity under this action is to support the planning, production and post-production of tourism documentaries and promotional video content through expert video producers that will be used to promote Uganda on different platforms by members of UTA and the entire tourism sector.

1.2 Affirmation

This document has been prepared for the sole purpose of securing a consultant (a professional Video production firm) to Develop Tourism Documentaries & Marketing Videos on Culture & Adventure Themes for the Uganda Tourism Association. The document original work has not been presented anywhere else for any other purpose. The intellectual properties of this TOR rest with UTA about which the TOR is written.

The purpose of this document is to specify the approach that the Uganda Tourism Association will use to select the Professional video production firm for developing the required video content. This document also describes the requirements that the professional video production firm) has to achieve in order to be selected.

“Except as acknowledged by the references in this paper to other authors and publications, the TOR described herein consist of our own work, undertaken to secure a consultant to *Develop Tourism Documentaries & Marketing Videos on Culture & Adventure Themes* as part of requirements to achieve economic recovery and resilience in the tourism and hospitality sector.”

2.0 CONSULTANCY ASSIGNMENT PURPOSE AND OBJECTIVES

2.1 SCOPE OF WORK

The overall objective of this assignment is to Develop Tourism Documentaries & Marketing Videos on Culture & Adventure Themes for UTA and its member associations to design, use in their marketing efforts, deliver on their mandates and boost destination awareness locally and internationally. Videography is a powerful tool in communicating what tourism products we have as Uganda; it is an innovative way to create an unforgettable story about our wonderful destination.

In line with the above, the Uganda Tourism Association seeks the services of a professional Video production firm to work with the UTA team in the production of the following products:

2.1.2 The specific objectives of the consultancy include:

- a) To utilize the influence that promotional videos have in creating mental image of a touristic destination
- b) Produce one captivating promotional video showcasing various attractions, destinations and attractions on theme of culture in Uganda with a basis of promoting tourism.
- c) Produce one short captivating promotional video showcasing various attractions, destinations and attractions on the theme of adventure in Uganda with a basis of promoting tourism.
- d) Organize and provide the filmed raw footage as stock footage to be stored in UTA database for future use in development of other promotional video content.’

2.1.3 The Consultant(s) tasks will include the following:

- a) Produce one captivating, tantalizing 1 minute to 2-minute promotional video montage providing a glimpse of various attractions, destinations and activities on each of the two themes of culture and adventure (this should emotionally appeal to our target audiences and should be playable on a computer and applicable to various social media platforms such as Facebook, Twitter, WhatsApp, YouTube, as well as TV).
- b) Produce two captivating 10-15 minute promotional video showcasing various attractions, destinations and activities on each of the themes of culture and adventure in Uganda with a basis of promoting tourism (this should emotionally appeal to our target audiences and should be playable on computers, mobile devices and TV channels).
- c) To do this the following will need to be done:
 - i. Develop creative concepts/video scripts/story boards for submission to UTA for analysis and approval before embarking the various stages of film production (filming and editing).
 - ii. Perform appropriate video filming in the identified location.
 - iii. Identify talents for inclusion in the videos and secure audio tracks licenses.
 - iv. Perform professional Video editing and add special effects and graphics (where necessary).
 - v. Constantly liaise with the project team at UTA whenever required to consult, seek extra guidance and report progress on the work.
 - vi. The video products will be filmed in at in both 4K and full frame HD (1920x1080p) and post-produced in the same format with high quality audio for the master together with the copies converted to mp4 for easy upload on social media and other mobile devices. The masters will be provided in soft format submitted on hard drives or flash disks. The unedited RAW footage (videos, audio) will also be provided on a separate hard drive in at least.
 - vii. Should provide full service in the detail of, but not limited to the requisite equipment, professionals, standards and capabilities from pre-production, production and post-production.

3.0 EXPECTED OUTPUTS, DELIVERABLES AND DURATION

The Production firm is required to use their professional expertise and originality to ensure the delivery of globally attractive video products on each of the two themes of culture and adventure in Uganda with the basis of promoting tourism.

3.1 The key deliverables of this assignment include.

- 1) An inception report on the assignment within five (5) workdays of signing of the contract detailing the understanding/ interpretation of the TORs; the methodology of carrying out the assignment; work plan and implementation schedule as agreed upon with the project coordination team and UTA.
- 2) A Shot list / Filming script detailing all the shots and proposed locations pertaining to the two themes (culture and adventure) within 7 workdays of signing the contract, that the firm proposes to shot for all the promotional videos.

4) Final masters and copies of the promotional videos with a basis of promoting tourism in Uganda. Within 60 work days of signing the contract in the stipulated quality and formats. The video products will include:

- One captivating, tantalizing 1 minute to 2-minute promotional video montage.
- Two captivating 10-15 minute promotional videos, one on adventure theme and another on culture.
- The unedited raw video footage of all the shot videos on a dedicated hard drive.

3.2 Copyright and Intellectual Property Rights

In consideration of the fees paid, the Consultant expressly assigns to UTA any copyright arising from the works the consultant produces while executing this contract. The consultant may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from the UTA. The completed products and deliverables shall be the property of the Uganda Tourism Association, and as such UTA reserves full copyright of both the raw footage and edited versions.

3.3 TIMELINE FOR ASSIGNMENT

The assignment is expected to be completed within 60 working days of contract signature.

ACTIVITY	DEADLINE
Selection of the consultant/ team of consultants	
Inception report detailing understanding of TORs	5 work days after contract Signing
Formulation of a Shot list /filming script	5 work days
Field filming activities across the entire country	20 work days
Footage analysis and formulation of editing script depicting the storyline, flow of the video and selected video content to feature on the film timeline	15 work days
Video editing including graphics and effects designing as well as voicing and studio-finish	15 work days
Submission and screening of the three videos to UTA	60 work days from the date of signing the contract

4.0 QUALIFICATION OF THE SUCCESSFUL FIRM OR INDIVIDUAL CONTRACTOR

4.1 Experience and Qualifications of the Consultant: Company profile

- Certificate of Incorporation
- Valid Company Trade License or the equivalent
- Full and accurate physical address, telephone and email address

Technical Functionality

- Outstanding videography skills
- At least five (15) years of relevant demonstrated experience in the development of promotional videos for international agencies and government bodies with at least one tourism documentary in the past two years.
- Demonstrated understanding of the global tourism industry and trends in context of Uganda and the East African region
- Experience working in remote and wild areas
- List of previous and/or present work in the tourism field with dates and names of clients for which the assignment was done.
- List of appropriate equipment for carrying out the project
- Two sample promotional works, one of which should be on tourism promotion.

Personnel profile

- CV or profile of the company CEO/Proprietor
- Profile and CV of all crew members including director, editor etc.
- Demonstrated integrity and ethical standards
- Proven ability to work in a multicultural environment
- Ability to adhere to deadlines and flexibility
- Ability to act professionally and flexibility to engage with private sector, government officials, and development partner representatives

5.0 IMPLEMENTATION ARRANGEMENTS

The consultant will be recruited under the UTA terms and conditions, and undertake the assigned tasks and responsibilities under the direct supervision of UTA. Regarding administration and coordination of the work, UTA will provide the necessary support. The consultant is required to be a team player with the ability to maintain good working relationship with UTA staff, stakeholders, partners and donors. The UTA will cover the cost of developing the said Tourism Documentaries & Marketing Videos.

5.1 CONSULTANT/ TEAM OF CONSULTANTS:

- Perform the tasks part of this consultancy with professionalism and in timely manner, according to a calendar agreed with, based on the deadlines established in this TORS;
- Provide the deliverables established in this TORS.

5.2 REPORTING

Upon contract award, the Consultant shall provide UTA with a proposed consultancy work plan covering all the activities described in this document, detailed list of tasks, and implementation schedule. UTA will revise the above and comment if necessary, within 3 days, once agreed upon, the new plan shall be adopted and shall form the basis for project supervision and monitoring.

6.0 BUDGET

A consultancy budget covering all the possible consultancy costs will be developed by the External Consultant and shared in the financial proposal. This will be reviewed by the UTA Action team to find out whether it is within the projects budget and discussed accordingly. The budget developed shall be limited to allocated funds in the approved budget.

7.0 DOCUMENTS

The consultant shall be provided with the necessary information, although the consultant is also expected to review other secondary sources for inspiration and guidance.

8.0 LESSONS LEARNED

The UTA staff and the consultant's team including partners will participate in the assignment. At the end of each stage of assignment lessons will be compiled, discussed and documented for positive (successes) or negative (failures). Action plans will be made to ensure the success of the remainder of the consultancy exercise based on the lessons. The consultant will also show how the lessons learned will be fed into the planning and implementation of other current and future actions. Lessons should be concise and based on specific evidence presented in the report.

9.0 RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL

Interested individual/consultants must submit the following documents/information (in one single document) to demonstrate their interest and ability to undertake the assignment.

- **Technical proposal:** Brief description of why the individual consultant considers him/herself as the most suitable for the assignment. Should clearly indicate the methodology - how they will approach and complete the assignment
- **Financial proposal:** Detailed breakdown that indicates the all-inclusive costs needed to achieve the deliverables (transport, professional fees, communication, consumables, living allowances, etc.) including the planning, production, post-production and eventual delivery of the products.
- Personal CV of lead consultant and other team members detailing all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least two (2) professional references

10.0 CONFIDENTIALITY AND PROPRIETARY INTERESTS

The Firm / Individual Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UTA.

The documentation should be submitted to...UTA email address or physical bydeadline 28th May, 2021. Extended to 4th June, 2021