
Terms of Reference – Producing and airing/streaming Power of Choice Special Show

Since 1998, Marie Stopes International Cambodia (MSIC) has established itself as one of the leading and most trusted providers of comprehensive sexual and reproductive health (SRH) services, specializing in safe abortion, contraception and other SRH services. We empower our clients to make decisions on their own SRH destiny. We are here to support our client's needs in order for them to pursue their plans and dreams for themselves and their families. MSIC has a network of eight clinics located in Chbar Ampov, Sen Sok, Takhmao, Battambang, Siem Reap, Svay Rieng, Kampong Thom and Poipet.

To bridge the gap of access for people in provinces without MSIC clinics, MSIC works with 24 community-based midwives called Marie Stopes Ladies to provide contraception and safe abortion services to women and girls in their communities. MSIC operates a Helpline/Contact Centre which provides SRH information, counselling and referrals for services via phone, email and social media. MSIC communication activities focus on addressing harmful norms and dismantling taboos which are a barrier to service access. MSIC is a long-term partner of the Ministry of Health of Cambodia.

Since 2018, Marie Stopes International Cambodia has organized the Power of Choice, an annual event to celebrate women's choices over their reproductive health, including safe abortion. We have moved our Power of Choice online due to the Covid-19 pandemic, turning it into a virtual show filled with fun, music, and games. This year, we plan a special virtual/online show streamed on social media channels.

MSIC is looking to engage an agency, organization or individuals to produce and air/stream the Power of Choice special show on social media channels.

Objectives

The objectives for Power of Choice online special event:

- Raise awareness on safe abortion, its legality and where to access the service.
- Empower women and everyone to make choices over their reproductive health.
- Increase awareness on MSIC's providers and Marie Stopes Ladies, who are trained following international best practices, guidelines from World Health Organization, and Ministry of Health.
- Increase awareness of MSIC's online SRH counseling for free of charge.

Special Show Key Activities

The online special show should include:

- Chit-chat
- Role play
- Entertaining performances by local Cambodian artists
- Special show by people living with disabilities
- Drag show
- Call to action

Scope of Work

The selected agency, organization or individuals will be responsible for:

1. Pre-show
 - a. Produce a pre-show promo video/teaser and post on social media channels at least 3 days before the show.

2. Production and filming
 - a. Manage the production of online special show and related materials required for filming the show, including studio and set decoration.
 - b. Work with BAs/artists and hosts from the studio to join the filming.
 - c. Ensure that all activities run smoothly and in line with the agreed show run-down.
 - d. Troubleshoot any technical difficulties during the filming.
3. Post-production and airing/streaming
 - a. Edit the special show video and send it to MSIC for reviewing at least 3 days before streaming/airing.
 - b. Air/Stream on the agency's social media channels. Popular channels are preferable.
 - c. Cross posting the online special show with MSIC Facebook Page.
 - d. Share the social media insight/report of the promo video/teaser and the special show with MSIC.

Deliverables

The following deliverables will be achieved during the campaign period:

- One pre-show promo video/teaser and posting on social media channels
- One online special show is streamed on agency's social media channels and crossed posting on MSIC's Facebook page
- Social media insight/report of the promo video/teaser and the special show

Timeline

Terms of Reference Announcement	06-Sep-24
Submission of production proposal and budget	16-Sep-24
Agency/Supplier selection	20-Sep-24
Production for the online special show and Teaser reviewed	From 23-Sep-24 to 27-Sep-24
Special show video reviewed	30-Sep-23
Airing/Streaming on social media channels	04-Oct-24
Sharing the social media insight/report with MSIC	31-Oct-24

Budget

The budget for producing and airing/streaming the Power of Choice Online Special show is **\$6,500 (VAT or WHT included)**

Contact Information

For more details regarding the proposal and submission, please contact:

Mr. Phanorinn Chhun, Director of Marketing

Tel: 095 462600

Email: Phanorinn.Chhun@mariestopes.org.kh

CC: Mr. Limchhun Kry, Procurement Senior Officer

Tel: 010 763 212

Email: limchhun.kry@mariestopes.org.kh