



بسم الله الرحمن الرحيم

IsDB Group 2026 Annual Meetings

Public Relations Company/Agency

Request For Proposals (RFP)

# Public Relations (PR) Agency

## Overview of IsDB

The Islamic Development Bank is a multilateral development bank (MDB), working to improve the lives of those we serve by promoting social and economic development in member countries and Muslim communities worldwide, delivering impact at scale. We provide infrastructure to enable people to lead better lives and achieve their full potential. IsDB operations cover a wide geographical area as it serves 57 member countries covering the Middle East, Africa, the Asia Pacific region, South Asia, Europe, and South America.

## Background and Rationale

The Islamic Development Bank (IsDB) Group is set to hold its 51st Annual Meetings in Baku, Republic of Azerbaijan on 16-19 June 2026. The annual meetings are a platform where IsDB Group Boards of Governors meet every year to discuss institutional matters and development issues. Typically, the annual meetings attract more than 2,000 participants. The 51st Annual Meetings will also serve as a platform for member countries to reflect on the achievements and milestones achieved by the IsDB Group over the past 52 years, discuss emerging challenges, and strategize future initiatives.

The key theme of the IsDB Group's 2026 Annual Meetings is "[TBA]". Around this theme, the Annual Meetings will feature seminars and flagship events with top-level panelists from governments, international & regional organizations, the private sector, academia, and civil society. The side-events program provides a dynamic platform to discuss economic, financial, and development issues of common interest to IsDB Group member countries and their partners. The side events also aim to encourage discussions and debates and promote partnerships, cooperation, and knowledge sharing. Most of the events are open to all registered participants.

To effectively communicate these activities and objectives and manage media relations throughout the Annual Meetings, the immediate engagement of a well-experienced Public Relations (PR) company is essential. The PR company will assist the Media Services Subcommittee in executing all communications and media-relations activities before, during, and after the Annual Meetings. The scope covers the communication needs of the IsDB as well as its entities: the Islamic Corporation for the Insurance of Investment and Export Credit (ICIEC), the Islamic Corporation for the Development of the Private Sector (ICD), International Islamic Trade Finance Corporation (ITFC), Islamic Solidarity Fund for Development (ISFD), Islamic Development Bank Institute (IsDBI).

## Scope of Work / Assignments

### Media Relations and Coverage

- Strategically promote the activities of IsDB and its entities (ICIEC, ICD, ITFC, ISFD, IsDBI). Develop and execute a cost-effective media plan to effectively promote the flagship Private

Sector Forum event (PSF) pre, during, and post Annual Meetings.

- Propose a targeted list of key journalists and media outlets (local, regional, and international) to attend and cover the Private Sector Forum (PSF) and other important side events.
- Facilitate media attendance at all side events and activities, including confirming attendance and managing media logistics.
- Ensure widespread dissemination of news and information related to the IsDB and its entities (ICIEC, ICD, ITFC, ISFD, IsDBI) in Arabic, English, French and translation to Russian languages to a diverse range of media outlets locally, regionally, and internationally.
- Handle media invitations approved by the Media Services Subcommittee's Team.
- Develop creative and compelling stories to highlight IsDB's work in member countries, leveraging success stories, human-dimension stories, and other engaging content to promote the Annual Meetings.
- Leverage the host country's ([Host Country]) contributions and communication opportunities toward enabling the mission and key messages of IsDB Annual Meetings.
- Promote IsDB's brand and annual meetings locally/regionally by securing significant media engagements interviews with the IsDB President and the CEOs of IsDB Group entities ahead of the Annual Meetings to be published in reputable media outlets and additional interviews during the annual meeting maximizing media interviews for our president and CEOs for high visibility.
- Raise awareness locally, regionally, and internationally about IsDB's work and impact, covering a span of 52 years.
- Develop and implement an efficient media-relations program, including but not limited to press releases, press advisories, press conferences, article placements, interviews, and guest appearances, in close coordination with the Media Services Subcommittee's Head.
- Co-manage the media-center logistics and operations and facilitate smooth attendance and coverage of key signing ceremonies.
- Co-manage the closing press conference for IsDB and entity CEOs/DGs by developing a concept note, drafting opening remarks, and providing training for the moderator.
- Produce one comprehensive media kit for the Group, including corporate background, fact sheets, high-resolution images, leadership bios, and a consolidated frequently asked questions for media.
- Secure a reputable local Master of Ceremony proficient to handle both the Annual Meetings and the PSF press conference and signing of agreement sessions in English, with one or two alternatives in case of last-minute no-show. Provide links to past-performance videos in comparable events.
- Optimize media coverage of all Annual Meetings side events and overall program. For instance, achieve a minimum of 50 media mentions of side events in target publications and/or online news platforms.
- Ensure the coverage of the IsDB group exhibition during the annual meeting event. The exhibition will encapsulate IsDB's journey and its impactful work.
- Share interviews link and recorded media interviews immediately after each session to maximize timely coverage.
- Handle media protocol and media-registration list, working with media committee to identify

restricted areas for journalists to ensure that only accredited personnel are allowed entry into venues.

- Manage all pre-interview logistics, briefing notes, and questions and pillars.
- Organize media interviews with selected members of the Board of Governors, President, CEOs, VPs, DGs, and relevant stakeholders during the Annual Meetings for the local, regional, and international media.
- Secure live presence and coverage from 6 top-tier local/regional media channels (e.g., BBC's Arabic Service as well as CNBC Africa, DW Arabic are among the channels with strong presence in Central Asia. Also, a mix of state-owned and private media outlets for the local and regional perspective).
- Secure live presence and coverage from top-tier 2 international news channels.
- Ensure the presence of media during all events.
- Prepare Daily Media Monitoring Report, Media Clippings Report, and post-event full media-coverage report for all IsDB group and PSF.
- Cover and promote the Private Sector Forum (PSF) activities and side events.
- Provide professional translation of all materials and press releases into Arabic, English, and French.

## **Communication / Content Management and Development**

- Create and execute a detailed, multi-channel communication and media plan to promote IsDB Group 2026 Annual Meetings including PSF locally, regionally, and internationally before, during, and following the event. Including offline and online channels, with a dedicated focus on a communication and media plan for the IsDB President to effectively promote the event and its outcomes.
- Develop and execute a comprehensive social-media plan including PSF with a well-drafted content calendar and engaging/informative posts for dissemination through all IsDB Group's social-media platforms (Facebook, Twitter, LinkedIn, YouTube, Instagram). This should span over 2 months leading to the Annual Meetings.
- Develop tailored, high-quality editorial content (stories, photos, infographics) in close cooperation with the Islamic Development Bank's Media Services Subcommittee/Social-media team.
- Provide and capture live feeds during the events including PSF to be published on social-media channels such as quotes from IsDB Group officials and publish live stories on Instagram.
- Develop all content, including press releases, in all 3 languages: Arabic, English, and French.
- Provide dedicated proofreaders for Arabic, English, and French materials. (Total 3)
- Agency must provide daily digital performance dashboards, not only post-event analytics.
- Develop country-specific success stories (Host Country focus from IsDB Group perspective) to appeal to diverse member-country media.
- Publish op-eds by IsDB leadership in global publications without cost.
- Invite IsDB Group top management in local talk or Economic show/program in local TV.

## **Graphics, Publications, and Printing**

- In compliance with the IsDB Group's branding guidelines, provide high-quality graphic designs

for all visual content, including social-media posts, publications, booklets, daily bulletin, post-event photo album, and success stories.

- Create event visual assets including speaker cards, social-media templates, etc.
- Provide a team of 3 on-site graphic designers with their own professional equipment to ensure timely and efficient design and production.
- Provide a full-time, on-site webmaster to publish and update content on the Annual Meetings website throughout the event.

### **Translation Services**

- Provide professional translation services for the Annual Meeting materials into English, French, and Arabic.

### **Crisis Management**

- Develop and implement a crisis-communication plan, monitor crisis risks, and advise on how to manage potential crises, whether online or offline, pre- and during the event.

## **Key Deliverables**

- Detailed PR action plan pre, during, and post the Annual Meetings. The action plan should have 2 work plans:
  1. PR and communication plan for IsDB group.
  2. PR plan and communication for IsDB group entities. (Separated for each entity – total of 5 entities ICIEC, ICD, ITFC, ISFD, IsDBI)
  3. PR Plan for the PSF activities
- Crisis-management plan.
- Activity Highlight Video for IsDB and group entities (ICIEC, ICD, ITFC, ISFD, IsDBI) and PSF.
- Daily Media Monitoring Report include Media Clippings for IsDB and group entities (ICIEC, ICD, ITFC, ISFD, IsDBI) and PSF.
- Post-event full media-coverage report including social-media analytics reports (separate for each of IsDB and Group entities - ICIEC, ICD, ITFC, ISFD, IsDBI).

\*Link to immediate access to daily photos and footages

The scope of this assignment entails dedicated PR professionals to cover IsDB's mandate and another PR team to cover IsDB group entities (ICIEC, ICD, ITFC, ISFD, IsDBI).

\*Ensure immediate access to all photos, videos, and supporting materials directly following meetings and online events, allowing for timely review and dissemination.

\*Deliver a hard drive containing all photos, videos, and related materials on the final day of the AMs, with one dedicated drive provided for each entity. Total 7 drive.

## Technical Evaluation Criteria

Technical Criteria	Weight
Qualifications and Experience	40 %
Proposed Approach and Methodology	40 %
Clarity and Completeness of Proposal	20 %

### Qualifications and Experience (40 points)

- Demonstrated experience in managing PR for large-scale international events, particularly in the financial sector.
- Track record of successful media relations and coverage for similar events.
- Expertise in crisis management and handling sensitive communications.
- Quality and relevance of the proposed team members' experience.
- Understanding of Islamic finance and development issues.

### Proposed Approach and Methodology (40 points)

- Comprehensive strategy for achieving media-coverage targets.
- Innovative approaches to promoting the IsDB brand and Annual Meeting.
- Detailed plan for managing the media center and coordinating with stakeholders.
- Proposed methods for measuring and reporting on PR outcomes.
- Ability to deliver services in multiple languages (Arabic, English, French).

### Clarity and Completeness of Proposal (20 points)

- Overall organization and presentation of the proposal.
- Adherence to the specified proposal format and requirements.

### Key Performance Indicators (KPIs)

The selected PR agency's performance will be evaluated based on the following KPIs:

#### Media Coverage

- Number of media mentions in target publications.
- Quality and tone of coverage (positive, neutral, negative).
- Share of voice compared to similar events or competitors.

#### Engagement

- Social-media engagement rates (likes, shares, comments).
- Website traffic during the event period.
- Attendance at press conferences and media briefings.

## Interviews and Press Relations

- Number of interviews secured for IsDB group leadership.
- Quality and reach of publications featuring interviews.
- Responsiveness to media inquiries.

## Content Creation

- Timeliness and quality of press releases and media materials.
- Engagement with content across different platforms.

## Crisis Management

- Speed and effectiveness of response to any issues.
- Maintenance of positive brand image throughout the event.

## Stakeholder Satisfaction

- Feedback from IsDB group leadership on PR services.
- Survey results from media attendees on their experience.

The PR agency will be required to provide regular reports on these KPIs throughout the event-planning and execution phases, as well as a comprehensive post-event analysis.

## Additional Support Services

### Dedicated Media Coordinator Tasks (per entity) Total 6

- Attend meetings with the CEOs/DGs.
- Draft the meeting brief/summary in a journalistic style for the news. The summary should be a concise paragraph (100–150 words) that includes the names of the attendees, the objective of the meeting, the meeting outcome, and key quotes.
- Draft social-media posts and captions and tweets for social media.
- Coordinate with the entity's communication officer to approve the drafts/news.
- Coordinate with the local media to publish the approved drafts/news.
- Handle and coordinate and secure the media-interview requests.
- Present a report by the end of the Annual Meetings period, including all approved drafts/news and press clippings. Separated for each entity
- Circulate the press releases to all media in Arabic, English, and French about the entities' activities and signed agreements (ICIEC, ICD, ITFC, ISFD, IsDBI).
- Include the entity's activities (including side events and exhibitions) and Private Sector Forum (PSF) activities in the daily wrap-ups video.
- Promote the on-site Private Sector Forum and IsDB Group Private Sector Entities exhibitions.

### PSF Media Coordinator Responsibilities

- Develop and execute the overall media coverage plan
- Oversee photographers and videographers with a clear agenda for PSF sessions and activities.

- Facilitate on-site media activities: coordinate with journalists, arrange interviews with VIPs, and ensure smooth coverage.
- Distribute official press releases, photos, and videos after the event
- Monitor, collect, and report on media coverage
- Coordinate with the PSF team to align on messaging and key talking points.
- Draft social media posts to ensure timely and engaging event coverage.

## Professional Photography and Videography Requirements

### Team Specifications

- 1 photographer and 1 videographer shadowing H.E. the President of IsDB.
- 5 photographers and 5 videographers for entities CEOs/DGs (ICIEC, ICD, ITFC, ISFD, IsDBI). Coordinating with each entity's communication officer for photo management on-site
- To provide 3 dedicated photographers and 2 dedicated videographers for PSF activities, B2B & B2G bilateral meetings, exhibition and side events.
- Highly skilled professional photographers on-site.
- Highly skilled professional videographers on-site.
- 3 professional video editors on-site with their needed equipment.
- 2 on-site photo editors for image retouching and immediate uploading on digital links.
- Mini-studio setup with all requirements for doing a podcast during the annual meetings and producing short videos.

### Key Deliverables (Photography & Videography)

- 4 edited daily wrap-up videos capturing the highlights of the day for usage on social media for IsDB.
- 4 edited daily highlights videos for each entity (ICIEC, ICD, ISFD, ITFC, IsDBI).
- 1 overall wrap-up video covering all 4 days for the IsDB Group.
- 5 overall wrap-up videos covering all 4 days for each entity (ICIEC, ICD, ISFD, ITFC, IsDBI).
- 1 overall wrap-up video covering all 4 days for the PSF including statistics information and visuals (to be coordinated with the PSF focal point)
- 1 behind-the-scenes video.
- 4 short videos (snackable content) for social media.
- 1 IsDB President video.
- 1 Opening Ceremony video.
- Final rushes for photography and videography are to be handed in to an external hard drive as well as a digital link organized by days/event title.
- Digital archive of all photos categorized by date and event name.
- Digital photo album.
- Producing post-event reportage/highlights video (90 seconds) with professional editing related to all PSF activities and events within the PSF Pavilion premises.
- Require same-day delivery of edited highlight clips and priority photo sets.
- Add aerial/drone coverage of key venues and exhibitions for stronger visual storytelling.

- Record testimonials for the entity's partners and exhibitors.

### **Additional Recommendations**

- Story telling area
- Secure seven (7) media booths in coordination with recognized and reputable media agencies at the local, regional, and international levels

## **Contract Awarding**

Selection to award the contract shall follow IsDB Corporate Procurement policy of awarding the contract to bidder with highest combined score if the technical and financial evaluation .

## **Estimated Duration of Contract and Work Schedule**

The work schedule is estimated between mid-April till end-June. Physical presence at the event venue is required from [TBD]–[TBD], 2026.

## **PR Company Selection Technical Criteria**

- Demonstrated success in managing high-profile international conferences or summits, preferably within MDBs, development finance, or multilateral institutions.
- Experience in executing complex public relations campaigns with diverse stakeholders.
- In-depth understanding of the Islamic Development Bank's mission, objectives, and target audience.
- Strong capabilities in media relations, including press conferences, media briefings, and building relationships with key journalists.
- Expertise in digital and social-media marketing, including content creation and media outreach.
- Proficiency in graphic design, video production, and multimedia content development.
- Experience in event on-site PR support for large-scale international gatherings.
- Proven ability to develop and execute comprehensive PR plans with clear objectives, timelines, and budgets.

Financial proposals should include a detailed cost breakdown of the different elements/items.

### **Technical Proposal Requirements:**

- Background information on your company (credentials) including a description of the company's technical and administrative capabilities.
- Demonstrate a firm understanding of the RFP and the ability to deliver.
- Share a detailed action plan for all PR activities pre, during, and post-event.
- Overview of similar previous assignments undertaken including results.
- List of clients.

- List of team members to be dedicated to this project including their qualifications, technical competencies, languages competency, CVs. The core team structure should include higher management as part of its composition.

## Proposal Submission

In response to this RFP, bidders must submit their proposals in two separate electronically sealed envelopes (password protected PDF format) as follows:

1. Technical proposal
2. Financial proposal

Address for proposals submission: [3e398ee1.isdb.org@emea.teams.ms](mailto:3e398ee1.isdb.org@emea.teams.ms)

While the passwords for both envelopes to be shared only with the following email address:  
[ABahaj@isdb.org](mailto:ABahaj@isdb.org)

The deadline for proposal submission is **Thursday, Jan 8<sup>th</sup>, 2026** (New Deadline: 18th Jan, 2026)

## Questions and Inquiries

For any technical queries or further information, please share your questions in writing to the following address noting that the technical team will attend to questions and inquiries received in first two weeks only:

External communications: [bcc9f7a0.isdb.org@emea.teams.ms](mailto:bcc9f7a0.isdb.org@emea.teams.ms)