

REQUEST FOR PROPOSALS

Event Management & Marketing Services

ECRAiL Program Symposium & Employment Fair

Issued by: (Amideast) on May 17th, 2026 |

RFP Details	
Issuing Organization	Amideast Egypt — 38 Mohie Eldin Abu Elezz Street, Dokki, Giza
Event Name	English for Career Readiness and Artificial Intelligence Literacy (ECRAiL) Symposium & Employment Fair
Event Date	Last week of June 2026 (exact date TBD upon award)
Location	Cairo, Egypt (event space will be decided by AMIDEAST)
Expected Attendees	300 attendees expected
Event Duration	One full day (8 hours)
Proposal Submission	To be submitted to the following email: sadel@amideast.org ; care of Ms. Sherine Adel
Technical Inquiries	For technical inquiries please send to: rdawoud@amideast.org care of Ms. Reem Dawoud
Proposal Deadline	Proposal Deadline: June 1 st 2026

1. Background and Program Overview

ECRAiL (English for Career Readiness and AI Literacy) program, is a fully-funded program by the U.S. Department of State, implemented by Amideast. The program is designed to equip young Egyptians with advanced business English, essential soft skills, and applied Artificial Intelligence (AI) literacy to succeed in today's fast-evolving, technology-driven economy.

A key pillar of ECRAiL is the Career Advancement Network (CAN), which connects participants with industry leaders, providing practical insights into the evolving labor market, exposing them to real-world career pathways, and enhancing their understanding of workplace expectations.

Over the course of a three-month intensive program, which commenced in mid-April 2026, a total of 240 participants, aged 18–30, are engaged in a dynamic learning experience delivered across Cairo, Alexandria, and Aswan.

Participants are drawn from three cities—Cairo, Alexandria, and Aswan—and represent four strategic groups: aspiring tech entrepreneurs, entry-level employees in tech companies, university students in relevant fields, and entry-level government employees in key ministries.

As a capstone to the program, AMIDEAST will host a **Symposium and Employment Fair in Cairo in late June 2026**. This event will bring together participants from all three cities, private sector companies,

government stakeholders, for a full day of professional networking, expert-led sessions, and career development opportunities.

2. Event Description and Objectives

The ECRAiL Symposium & Employment Fair is an 8-hour event, with four primary objectives:

- Convene ECRAiL participants from Cairo, Alexandria, and Aswan in one location for exposure, networking and professional connection.
- Host expert guest speakers on technology use, policy considerations, and leading Egyptian companies collaboration in the technology sector.
- Facilitate a Company Fair where participants can network with leading employers around internship and employment opportunities.
- Provide speed interviewing opportunities between participants and company representatives.

3. Attendee Profile

Understanding the audience is essential for effective event design. The symposium will bring together three distinct groups: ECRAiL program participants, invited guest speakers from the technology and business sectors, and employment fair exhibitors.

3.1 Program Participants

The ECRAiL program selected 240 participants from a competitive applicant pool of candidates across Cairo, Alexandria and Aswan. The selected participants reflect the following profile:

Geographic Distribution: Cairo (50% of applicants), Alexandria (33% of applicants), Aswan: (17% of applicants).

Participants' Profession: University students; Working in a governmental institution; Working in a startup; Working in a tech company; Other backgrounds

Field of Study: Business; Computer Science; Engineering; Technology; Media and Communication; Other fields.

3.2 Guest Speakers

The symposium will feature invited speakers from Egypt's technology and business communities, as well as U.S.–Egypt collaboration networks. Speaker profiles will primarily include:

- Executives and leaders from Egypt's technology sector
- Business leaders and entrepreneurs from companies operating in Egypt.
- Representatives from government partners involved in Egypt's digital economy agenda.
- AI and emerging technology experts, who can speak about career opportunities in the field.
- U.S. Embassy representatives and Amideast leadership.

3.3 Employment Fair Exhibitors

A third category of attendees are the companies and organizations participating in the Employment Fair. These exhibitors will set tables to engage directly with ECRAiL participants around internship opportunities, graduate hiring, professional collaboration, and scholarships. Exhibitor profiles will primarily include: Leading companies and start-ups operating in Egypt across the tech sector, MCIT ecosystem, Government entities and public institutions with active recruitment or internship programs relevant to the program's participant profiles.

An estimated 15–20 companies are expected to participate. The event management vendor is expected to recommend and reach-out to companies, and coordinate with Amideast invitations and confirmations.

The event management vendor is responsible for designing and setting up the fair area to accommodate all confirmed exhibitors comfortably.

Event management vendors should factor this audience mix into their proposed setup, signage, protocol arrangements, and session flow design. The speaker program will include a plenary panel discussion and expert keynotes. The vendor is expected to manage all on-site speaker logistics..

3. Scope of Work

Amideast is seeking an experienced event management company to plan, coordinate, and execute the full-day Symposium and Employment Fair. The selected vendor will be responsible for, but not limited to, the following:

3.1 Venue Sourcing and Management

- Recommend an appropriate event venue in Cairo capable of accommodating 250–300 attendees, with capacity for a main plenary hall, breakout/fair area, and registration zone. Note: venue rental costs will be contracted and paid directly by Amideast and are excluded from this RFP budget.
- Manage venue logistics including setup, breakdown, and access coordination.
- Ensure the venue has reliable audio-visual infrastructure (projector, screen, and sound system).
- Coordinate with Amideast on logistics for catering service areas and setup. Note: catering costs are covered directly by Amideast and are excluded from this RFP budget.

3.2 Event Logistics and Operations

- Develop a detailed event run-of-show and day-of operations plan.
- Manage on-site registration and participant check-in.
- Provide sufficient event staff for smooth operations throughout the day.
- Coordinate with Amideast proposed branding materials, and event layout.

3.3 Employment Fair / Company Fair Setup

- Design and set up a Company Fair area accommodating 15–20 employer tables.
- Coordinate with Amideast on company invitations and table assignments.
- Coordinate with Amideast to arrange furniture, signage, and materials for the fair area.
- Facilitate speed interviewing sessions, including scheduling and space arrangement.

3.4 Audio-Visual and Technical Support

- Provide or confirm equipment for the plenary session (projector, sound system, laptop connectivity).
- Arrange on-site technical support throughout the event.
- Support any virtual/hybrid connectivity if remote participants need to join.

3.5 Coordination with Amideast

- Attend regular coordination meetings with the Amideast project team prior to the event.
- Submit a detailed event plan and budget breakdown for Amideast review and approval.
- Provide a post-event summary report including attendance figures, photos, and key observations.

3.6 Photography and Videography

The vendor must provide professional photography and videography services to document the full event. All deliverables will be shared with Amideast for use on its website and social media channels.

- Provide a professional photographer for the full duration of the event, to cover all sessions, the employment fair, networking moments, and key highlights.
- Provide a professional videographer for the full duration of the event to capture plenary sessions, the employment fair, and participant interactions.
- Deliver a minimum of 50 edited, high-resolution digital photographs within 1 week of the event, optimized for digital use.
- Produce a minimum of 3 short video clips (max 60 seconds each) optimized for social media sharing, capturing event highlights, speaker moments, and participant testimonials.
- Produce one full-length event recap video (max 5 minutes) with titles, and branding, delivered within 10 working days of the event.
- All photo and video deliverables must be provided in formats suitable for Amideast's social media platforms and website and delivered via a shared digital folder (Google Drive or equivalent).
- All intellectual property rights for photos and videos produced under this contract will be transferred in full to Amideast upon delivery.

3.7 Master of Ceremonies (Anchor Person)

The vendor must provide or source a professional bilingual (Arabic/English) Master of Ceremonies (MC) / anchor person to host the symposium throughout the day. The MC will be responsible for:

- Opening and closing the symposium and anchoring all plenary sessions throughout the day.
- Formally introducing guest speakers and moderating the expert panel discussion.
- Managing Q&A sessions and facilitating audience interaction with speakers.
- Keeping the event running on schedule and managing smooth transitions between sessions.
- The MC profile should reflect experience in professional or corporate events, particularly those involving technology, business, or public sector audiences. The vendor must include the proposed MC's profile and relevant experience in the technical proposal.

4. Vendor Criteria for Eligibility and Qualification Requirements

Proposals will only be considered from vendors that meet the following minimum requirements:

- Demonstrated experience managing career fairs, employment fairs, or job fairs — please provide at least two (2) references or case studies from comparable events.
- Experience organizing events for 200+ attendees in Cairo.
- Technical approach and familiarity with NGO, embassy, or donor-funded event protocols is strongly preferred.
- Legally registered company in Egypt with valid tax identification.
- Cost-effectiveness and value for money

5. Proposal Requirements

Interested vendors must submit a complete proposal including the following components:

5.1 Technical Proposal

- Company profile and background (max 2 pages).
- Description of proposed approach to each scope of work area (Section 3).
- Proposed venue recommendation(s) with brief rationale.
- Proposed event timeline and run-of-show outline.
- Team structure and CVs of key personnel who will manage this event.
- At least two (2) references or case studies from comparable career/employment fair events, including client contact recommendation.

5.2 Financial Proposal

- Itemized budget covering all event management costs (staffing, AV, fair setup, logistics, transport, contingency, etc.). Venue rental and catering are excluded — these will be contracted separately by Amideast.
- Payment terms and invoicing schedule.

6. Submission Instructions

Proposals must be submitted electronically to Ms. Sherine Adel [sadel@amideast.org] by [June 1st 2026].

Proposals should be submitted as a single PDF document with the subject line: "ECRAiL Symposium/ Employment Fair [Company Name]".

Late submissions will not be considered. Amideast reserves the right to request clarifications, conduct interviews with short-listed vendors, or cancel this RFP at any time without obligation.

7. Questions and Clarifications

All questions regarding this RFP must be submitted in writing to Program Manager [Reem Dawoud rdawoud@amideast.org]. Questions and responses will be shared with all vendors who have expressed interest. No verbal questions or responses will be binding.

8. Terms and Conditions

- Amideast reserves the right to accept or reject any or all proposals without explanation.
- Submission of a proposal does not guarantee award of a contract.
- All costs associated with preparing and submitting a proposal are the sole responsibility of the vendor.
- This RFP does not constitute a contract or commitment by Amideast.
- Vendors must disclose any potential conflicts of interest.