



September 27, 2011

The Trinidad and Tobago Entertainment Company Limited (T&T ENT) is a statutory body under the Ministry of Trade and Industry focused on building a sustainable, globally competitive entertainment industry. We are committed to facilitating a synergistic approach to marketing Trinidad and Tobago internationally encompassing all aspects of entertainment.

The Trinidad and Tobago Entertainment Company Ltd., (T&T ENT), is responsible for facilitating the development of the entertainment industry (including music, dance, theatre, visual arts, pan and mas).

The company was established as part of the government's plan to diversify the economy and develop the non-oil sector. The company's vision for the future is to build cultural confidence in Trinidad and Tobago's society; promote sustainable sources of income for local artists and cultural entrepreneurs; and contribute to the growth of T&T's economy.

Sectors of the entertainment industry represented by T&T ENT are:

- Dance
- Pan
- Carnival Arts/Mas
- Music
- Visual Arts
- Theatre

## **TERMS OF REFERENCE**

T&T ENT is seeking to engage the services of a consultancy firm to work together with the Board of Directors towards the development of a holistic strategic plan for



the Company which will cover such remaining part of fiscal years October 2011 – December 2014 under the following terms and conditions:

1. Assignment Objective

The purpose of the engagement is to provide facilitation and development of the company's strategic plan so as to inform the Company's direction and its local, regional and international operations for achieving its mandate. This exercise should lead clearly to the outline of an Operational Plan for the Company's first year, including recommended budgetary guidelines to implement the Plan.

2. Process of Development

It is envisaged that the process of the development of the Strategic Plan will be collaborative, involving the Board of Directors, Management and possibly stakeholders (the latter through additional consultation and primary research).

It should be noted that owing to its status, the Company is also regulated by certain legislation, rules and regulations as may be issued by the Government of Trinidad and Tobago from time to time.

The elapsed time for completion of this assignment is estimated to be 8 weeks with an immediate start date in 4Q 2011.

3. Information Requested/Fee quotes

- (a) Please provide your proposed methodology, timeline and resource allocation for execution of each stage and process.
- (b) Please provide a breakdown of your fees with respect to the development of the strategic plan.
- (c) Kindly provide a company profile together with contact details of the relevant liaison persons.
- (d) Please also provide information as to any representation of your company that may give rise to a direct or indirect conflict of interest.



We are inviting your company to submit quotations for the above services and request that you deliver your responses by hand to: Trinidad & Tobago Entertainment Company Limited, 47 Long Circular Road, St. James, Port of Spain no later than **October 10, 2011 at 4 pm.**

If you have any queries or require additional information, please do not hesitate to contact the undersigned.

Yours respectfully,

**T&T ENTERTAINMENT COMPANY LIMITED**