



TERMS OF REFERENCE FOR THE MODERATOR

4TH TOBACCO TAXATION CONFERENCE 2026

Theme: **“Tobacco Taxation as a Tool for Sustainable Health Financing”**

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Date: 27th August 2026

Time: 9:00 AM – 4:00 PM

Venue: MAA Hotel, Nairobi

1. Background

The National Taxpayers Association (NTA) is a non-partisan organization committed to promoting accountable governance, equitable taxation, prudent public expenditure, and meaningful citizen participation in public policy processes. As part of its tax justice and public finance agenda, NTA promotes evidence-based fiscal policies that contribute to improved public health, sustainable domestic resource mobilization, and equitable development.

Over the past three years, NTA has convened Tobacco Taxation Conferences that have brought together policymakers, tax administrators, public health practitioners, researchers, civil society organizations, academia, youth representatives, and development partners. These engagements have provided an important platform for evidence sharing, policy dialogue, and stakeholder engagement on tobacco taxation and its contribution to public health and economic development.

Building on this momentum, NTA will convene the **4th Tobacco Taxation Conference 2026** under the theme:

“Tobacco Taxation as a Tool for Sustainable Health Financing.”

The conference will provide a platform to examine the current status and impact of tobacco taxation policies in Kenya, explore the relationship between tobacco taxation and sustainable health financing, discuss emerging nicotine and tobacco products, and identify practical strategies for strengthening tobacco tax policy and administration.

To document the proceedings, key discussions, expert perspectives, stakeholder participation, and outcomes of the conference, NTA seeks the services of a competent and experienced **Videographer**.

2. Purpose of the Assignment

The purpose of this assignment is to engage a professional Videographer to provide comprehensive video documentation of the 4th Tobacco Taxation Conference 2026.



The Videographer will capture high-quality video footage of the conference proceedings, including presentations, panel discussions, stakeholder engagements, audience participation, interviews, and key moments. The footage will support NTA's communication, advocacy, documentation, reporting, and future public awareness activities on tobacco taxation and sustainable health financing.

3. Objectives of the Assignment

The Videographer will support NTA to:

- Professionally document the proceedings of the 4th Tobacco Taxation Conference 2026.
- Capture key presentations, panel discussions, stakeholder interventions, and audience engagement.
- Produce high-quality visual content that communicates the objectives, discussions, and outcomes of the conference.
- Capture interviews and short statements from selected speakers, policymakers, experts, partners, and participants.
- Generate audiovisual content that can be used for NTA's advocacy, communication, social media, website, reports, and future campaigns.
- Preserve a comprehensive visual record of the conference for institutional documentation and reporting purposes.

4. Scope of Work and Key Responsibilities

4.1 Pre-Conference Responsibilities

The Videographer will:

- Participate in a pre-event briefing with the NTA organizing team, where required.
- Review the conference concept note, programme, objectives, and relevant background materials.
- Familiarize themselves with the conference theme and key sessions.
- Coordinate with NTA on the filming schedule and priority sessions.
- Identify appropriate locations and arrangements for interviews and other video content.
- Ensure that all required video recording equipment is available, functional, and ready before the event.
- Coordinate with the NTA communications team regarding branding, messaging, interview subjects, and other content requirements.

4.2 Conference-Day Responsibilities

During the conference, the Videographer will:

- Provide full-day videography coverage from **9:00 AM to 4:00 PM**.



- Capture high-quality footage of the opening session, keynote presentations, technical presentations, panel discussions, plenary sessions, group discussions, and closing session.
- Capture audience participation, networking, stakeholder interactions, and other relevant activities.
- Record selected interviews with speakers, policymakers, experts, civil society representatives, youth representatives, and other participants as agreed with NTA.
- Capture relevant footage of the venue, branding, conference materials, registration, and participant engagement to provide contextual coverage.
- Ensure clear audio and stable, professional-quality video recording.
- Coordinate with the NTA team to ensure that priority moments and speakers are adequately captured.
- Observe appropriate conference protocols and avoid disrupting speakers or participants during proceedings.
- Maintain professional conduct and appropriate confidentiality throughout the assignment.

4.3 Post-Conference Responsibilities

The Videographer will:

- Organize and edit the recorded footage professionally.
- Produce a **short highlight video** capturing the key moments, messages, discussions, and outcomes of the conference.
- Produce selected short video clips suitable for NTA's social media and digital communication platforms.
- Provide edited interview clips where applicable.
- Provide the complete usable raw footage from the conference.
- Ensure that the final videos are professionally edited, appropriately branded, and suitable for public dissemination.
- Incorporate reasonable revisions requested by NTA.
- Submit the final edited materials within the agreed timeframe after the conference.

5. Key Content Areas to Capture

The Videographer should give particular attention to:

1. **Opening and Keynote Sessions**
Capture opening remarks, keynote presentations, and key messages setting the context for tobacco taxation and sustainable health financing.
2. **Tobacco Taxation and Health Financing**
Document discussions highlighting the role of tobacco taxation in domestic resource mobilization and health financing.
3. **Tax Administration and Enforcement**
Capture perspectives on tobacco excise administration, compliance, enforcement, illicit trade, and revenue collection.



4. **Emerging Tobacco and Nicotine Products**
Capture discussions on emerging products and their implications for taxation, regulation, public health, and revenue.
5. **Research and Evidence**
Document presentations and discussions highlighting evidence, research findings, and policy recommendations.
6. **Stakeholder Perspectives**
Capture diverse perspectives from government, tax administration, public health, civil society, academia, youth, researchers, and development partners.
7. **Audience Engagement and Networking**
Capture questions, contributions, interactions, networking, and other moments demonstrating meaningful stakeholder participation.
8. **Key Recommendations and Way Forward**
Capture key resolutions, recommendations, commitments, and closing messages emerging from the conference.

6. Expected Deliverables

The Videographer will be expected to provide:

- Full-day professional videography coverage of the conference on **27th August 2026**.
- High-quality raw video footage of the conference proceedings.
- Professionally edited **conference highlight video**.
- Short edited video clips for social media and digital platforms.
- Selected edited interview clips, where applicable.
- Properly organized and labelled digital video files.
- Final video products incorporating NTA branding and agreed messaging.
- Any reasonable revisions requested by NTA.
- All final video outputs and raw footage in an agreed digital format.

7. Technical and Professional Requirements

The ideal Videographer should possess:

- Demonstrated experience in professional videography for conferences, policy dialogues, workshops, institutional events, or similar engagements.
- Proven ability to produce high-quality video content for digital and social media platforms.
- Experience in filming interviews and multi-speaker events.
- Appropriate professional video, audio, lighting, and stabilization equipment.
- Strong video editing and post-production skills.
- Ability to capture clear audio and high-quality footage in an indoor conference setting.
- Ability to work within a structured event programme and meet deadlines.
- Strong attention to detail and ability to identify important moments for documentation.



- Good communication and interpersonal skills.
- Previous experience working with civil society organizations, development partners, government institutions, or public policy events will be an added advantage.

8. Duration and Location of Assignment

The assignment will include:

- **Pre-conference coordination:** To be scheduled in consultation with NTA.
- **Conference videography:** 27th August 2026, 9:00 AM – 4:00 PM.
- **Post-production and editing:** To be completed within the agreed timeframe following the conference.

Location: MAA Hotel, Nairobi.

9. Reporting and Coordination

The Videographer will work closely with and report to the designated focal person from the **National Taxpayers Association (NTA)**.

NTA will provide the Videographer with relevant materials, including:

- Conference concept note.
- Conference programme.
- List of speakers and panelists.
- Key messages and communication priorities.
- NTA branding requirements.
- Any additional information necessary to facilitate effective coverage.

10. Ownership and Use of Materials

All video footage, edited videos, photographs or other audiovisual materials produced under this assignment shall be considered deliverables of NTA.

NTA shall have the right to use, reproduce, edit, publish, disseminate, archive, and adapt the materials for its institutional communication, advocacy, reporting, social media, website, publications, campaigns, and other non-commercial purposes.

The Videographer shall not publish, distribute, sell, or otherwise use the materials for purposes outside the assignment without prior written authorization from NTA.



11. Expected Outcome

The assignment is expected to result in a comprehensive and professional audiovisual record of the 4th Tobacco Taxation Conference 2026, capturing key messages, expert perspectives, stakeholder engagement, and recommendations.

The resulting video content will strengthen NTA's communication and advocacy efforts and provide accessible audiovisual resources for promoting public understanding of tobacco taxation as a tool for sustainable health financing.

12. Application Requirements

Interested and qualified Videographers or video production professionals should submit:

- A brief expression of interest.
- Profile/CV of the Videographer or relevant team.
- Portfolio or links to previous relevant videography work.
- Proposed technical approach.
- Financial quotation for the assignment.
- Availability for **27th August 2026**.

Application Deadline: 25th August 2026

Applications should be sent to jobs@nta.or.ke. Only shortlisted applicants will be contacted.