



📍 14th Senchi Street , Airport Residential Area
Accra - Ghana

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Request for Proposal (RFP)

Consultant - Event Management Services for Africa Impact Summit 2025

February 20, 2025

Invitation letter

Dear Sir/Madam,

Impact Investing Ghana (hereinafter referred to as IIGh) is pleased to invite prospective bidders to submit a proposal for a Consultant - Event Management services, as detailed in Annex 1 of this RFP.

Quotations may be submitted on or before 28th February 2025 by midnight via email to the address info@impactinvestinggh.org with doris.mensah@impactinvestinggh.org in copy..

If you are interested in submitting a proposal in response to this RFP, please prepare your proposal in accordance with the requirements of services as stated in this RFP and submit it via this email by the deadline for proposal submission.

Please provide a proposal that includes the following components:

- A brief summary/profile of the consulting firm or consultant
- Relevant past experience
- Financial quotation with a detailed breakdown of the cost

We look forward to receiving your proposal.

Approved by:

Doris Mensah

Procurement Officer



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About Impact Investing Ghana

Impact Investing Ghana (IIGh) is the Ghana National Advisory Board for Impact Investing. We are an independent private-sector-led initiative promoting sustainable development and advancing the development of the impact investment ecosystem in Ghana. Established as a nonprofit, IIGh is Ghana's representative to the Global Steering Group (GSG) for Impact Investing, the successor to the Social Impact Investment Taskforce established by the G8. The GSG's National Advisory Boards (NABs) currently cover 33 countries and provide a global platform to drive investment and increase visibility for its members globally. IIGh aims to tackle Ghana's pressing social and environmental challenges by driving more capital to deliver real impact. We are a local platform representing all the stakeholder groups needed to redirect significant capital flows towards social and environmental impact. Private-sector-led, yet in close partnership with the national government, we raise awareness, create market intelligence, change policies, and mobilize additional financial resources for the public good. IIGh brings together leaders from the worlds of finance, business, government, social organizations, and philanthropy. IIGh has an ambitious plan to support the growth of impact ventures and to catalyze \$1 billion in impact funds for investment in impact ventures in Ghana and the West African sub-region.

Terms of Reference (Annex 1)

Background

The Africa Impact Summit (AIS) is the leading platform driving impact investing across Africa, hosted annually by Africa Impact Investment Group (AIIG) comprising GSG National Partners in Ghana, Kenya, South Africa, Nigeria, and Zambia supported by affiliated African Task Forces. The summit provides on-the-ground insights from both national and regional perspectives while drawing on the global impact investing community. This year's AIS is cohosted by Impact Investing Ghana (IIGh) and Impact Investors Foundation (IIF). The 2025 summit will place a strong emphasis on building platforms to mobilize capital at scale for impact, especially for small and medium enterprises; policy action to accelerate and scale progress; and research and knowledge capture to inform action and enable scaling of what works. The event will feature side events including a study tour to Nigeria, deal rooms, etc.

Impact Investing Ghana is seeking proposals for event management services for the upcoming Summit on the 11th & 12th of June 2025 in Accra, Ghana. The event is expected to be attended by over 400 participants globally.

Scope of Work

The selected Event Manager will oversee the planning, coordination, and execution of the summit. Key responsibilities include:

Event Planning and Coordination

- Coordinate with the event planning committee to develop an event plan with sequences of activities including the programming flow and stage directing.
- Source and serve as a focal point for and coordinate with all relevant vendors for the event (ie. photography, videography, media production, Ushers, MC, etc.)
- Support the preparation of the on-site event script for emcee(s).
- Support the preparation of online script for moderator(s) for the online participants.

Logistics Management

- Be the key point of contact for the venue and coordinate all arrangements with the venue including catering for the event.
- Coordinate logistics related to venue setup, seating arrangements, and audiovisual equipment.
- Arrange for necessary equipment and technical support, such as audiovisual systems, staging, lighting, etc.
- Provide event branding and promotional materials, including signage, banners, and printed materials.
- Source entertainment options for the event.

Stakeholder Engagement

- Coordinate with speakers, panelists, and participants to ensure smooth integration into the program.
- Support engagement with partners to provide tailored solutions and ensure their participation aligns with event objectives.

Marketing and Communications

- Support with distribution of communications materials and outreach of the event across all media channels to enhance event visibility and engagement.
- Support the promotion of the event and manage public relations in collaboration with ALLG's marketing team.
- Ensure effective branding and visibility throughout the summit.

On-Site Management

- Oversee all aspects of event setup and execution, ensuring adherence to the established timeline and budget.
- Manage on-site staff and vendors, providing direction and support as needed.
- Provide support for participant registration and check-in processes, ensuring a smooth and seamless experience for participants.
- Facilitate both in-person and virtual participation to ensure seamless interactions between in-person and online participants.
- Ensure appropriate reception and hospitality for guests of honour, keynote speakers and any VIP guests.

Post-Event Evaluation

- Prepare a comprehensive event report, summarizing key findings, successes, and recommendations for future events.
- Ensure the venue is restored to its original condition and coordinate with venue staff to finalize any outstanding tasks.
- Review and curate photos, videos, and media coverage from the event.
- Work with the communications team to produce post-event content, such as newsletters, social media posts, and press releases.

Contract length/Time Demand: March 2025 to July 2025.

Requirements

Please provide a proposal that includes the following components:

- A summary/profile of the consulting firm or consultant detailing past experience with similar events.
- Proposed technical approach and work plan.

- Quotation- detailed budget breakdown, including fees for services and other expenses, and narrative outlining your proposed fees.
- Provide at least three references from past clients.

Selection Criteria

The evaluation of proposals will be based on the following criteria:

- Demonstrated expertise and relevant experience.
- Cost-effectiveness and budget transparency.
- Capacity to manage a large-scale event.
- Feedback from references.

Submission Guidelines

Proposals should be submitted by **28th February 2025, at midnight GMT** to info@impactinvestinggh.org with doris.mensah@impactinvestinggh.org, in copy. Kindly label the email – **RFP – Consultant for Event Management Services For AIS.**