



30th NIGERIAN ECONOMIC SUMMIT

**EVENT MANAGEMENT COMMITTEE
TERMS OF REFERENCE**

**SERVICE PROVIDER FOR THE 30TH NIGERIAN
ECONOMIC SUMMIT (NES#30)**

INFORMATION

Project Name **30th Nigerian Economic Summit (NES#30)**

Project Location **Lagos/Abuja, Nigeria**

Issue Project Addresses **Successful Delivery of Services for NES#30**

Timeframe **8 Months (April 2024 - November 2024)**

Reporting to **NESG, Event Committee**

BACKGROUND OF THE NIGERIAN ECONOMIC SUMMIT

The annual Nigerian Economic Summit is the flagship event of the Nigerian Economic Summit Group and the Federal government of Nigeria. Since the first convening in 1993, the Nigerian Economic Summit has become an annual dialogue for top policymakers and leaders in the private sector and civil society. It is indeed the flagship event of the Group, the Federal Government and the most enduring Public-Private Dialogue process sustained over the past twenty-eight years. The Summit has provided a credible and widely recognised platform for forging understanding and consensus on our national economic policy direction and economic growth strategies. As a result, national and global stakeholders have acknowledged the Summit as the premier platform for policy dialogue in Nigeria. Moreover, a substantive number of economic reforms underpinning the evolution of our national economic development plans and strategies in the last three decades, influenced by debates and deliberations during these Summits.

ABOUT THE NIGERIAN ECONOMIC SUMMIT GROUP

The NESG was incorporated in 1996 as a not-for-profit, non-partisan, private sector think-tank that promotes and champions the reform of the Nigerian economy into an open, private sector-led economy that is globally competitive. NESG promotes sustainable growth and development in the Nigerian economy using research-based advocacy methods. The establishment of the NESG followed three years of successive Nigerian Economic Summits (NES) by a group of private sector leaders, culminating in its incorporation in 1996 based on the success of the first-ever Nigerian Economic Summit (NES#1) held from February 18 - 20, 1993. NES#1 brought to the national consciousness the strategic importance of crucial conversations between the public and private sector within a permanent dialogue mechanism premised on evidence-based economic policy analysis and diagnostics.

OBJECTIVE OF THE NIGERIAN ECONOMIC SUMMIT

- » The primary aim of the NES is to bring together critical private sector managers and policymakers for a two-day discourse on how to tackle the severe economic problems that have become a significant challenge to the future growth and development of Nigeria.
- » Economic Agenda Setting for the Nation.

VENDOR TERMS OF REFERENCE

The Nigerian Economic Summit Group (NESG) is inviting proposals from qualified and experienced event management service providers to play a pivotal role in NES#30. The selected service provider(s) will be entrusted with the responsibility of executing key aspects of the event ranging from the registration process, Venue Set-Up/Branding, Floor Management, Protocol and Road Logistics and events management.

This document outlines the scope of work, objectives, deliverables, timeline, and communication process for the selected service providers.

GENERAL SCOPE OF WORK

This engagement offers a unique opportunity for the service provider(s) to contribute significantly to NES#30's success. The areas to bid for include:

- Bid 1: Registration Process Management
- Bid 2: Venue Set-Up and Branding Management
- Bid 3: Floor Management
- Bid 4: Overall Event Management.

GENERAL GUIDELINES FOR SCOPE FOR BIDDING

Vendors can bid for one work stream, a combination of work streams or all work streams. Please indicate which work streams you will be bidding for in your proposal.

BID 1. REGISTRATION PROCESS

The Nigerian Economic Summit Group (NESG) is seeking the services of a qualified and experienced vendor to manage the registration process for the upcoming NES#30.

TERMS OF REFERENCE

Objectives of the Terms Of Reference

The primary objectives of engaging a vendor for the registration process are:

- » **Seamless End-to-end Registration Process:** Ensure a smooth and effective end-to-end registration process including data entry, payment, registration confirmation, reminders, and creation/collection of name tags or other forms of participant identification.
- » **Registration Platform:** Analyze, enhance and maintain a user-friendly online registration portal that ensures a smooth experience for participants with the relevant stakeholders.
- » **Data Analysis and Reporting:** Efficiently process and analyze registration data to provide timely insights to efficiently report registration data for decision-making.
- » **Participant Identification:** Develop a system to uniquely identify participants, whether physical attendees or virtual participants.
- » **Onsite Services:** Set up and manage registration desks, providing assistance during onsite and online registration and ensuring effective troubleshooting methods.
- » **Data Protection:** Implement stringent security measures to protect registrant data and ensure compliance with data protection regulations.

SCOPE OF WORK

Online Registration

- » Work with relevant stakeholders to review, access and enhance the existing registration portal/process to achieve a secure and user-friendly online registration portal. Provide recommendations for improvements of the registration portal/process or alternative solutions.
- » Support to integrate secure payment processing mechanisms.
- » Assist the relevant stakeholders in providing ongoing technical support for registrants.
- » Implement multi-language support for diverse participants
- » Enhance the registration experience by incorporating advance technological methods like social media integration, allowing participants to seamlessly register using their Social Media Profiles (e.g. LinkedIn)
- » Ensure data security and compliance with privacy regulations when integrating social media profiles

Data Analysis and Reporting

- » Process and analyze the registration data.
- » Categorize registrations based on key stakeholder groups (Private & Public Sector, Board Members, Advisory Board, Corporate Members, Industry sectors, Sponsors, Officials, Media & Vendors)
- » Assist in generating regular reports on registration trends and participant demographics, to be reported to the Events Committee.
- » Identify areas for improvement in the registration process and work to implement the necessary improvements.
- » Conduct a post-event analysis to assess registration effectiveness

Participant Identification System

- » Develop a system to uniquely identify participants, whether physical attendees or virtual participants.
- » Provide badges, QR codes, or other identifiers for easy recognition of various stakeholder groups during the Summit.
- » Ensure accurate participant information on each identifier.
- » Implement a system for participant identification to accommodate late registrants.

Onsite and Virtual Registration Services

- » Set up and manage onsite registration desks including tag/identifier collection.
- » Provide trained staff to assist participants during onsite registration and tag/identifier collection.
- » Facilitate efficient participant registration to enhance the overall participant experience.
- » Implement a real-time participant check-in system to accommodate late registrations
- » Work with relevant stakeholders to expedite troubleshooting measures during onsite registrations.

Handling Large Participant Numbers

- » Prepare for a potential participant count of 2,000 or more.
- » Scale registration infrastructure accordingly.
- » Ensure smooth processing for all participants.

Data Protection

- » Implement robust security measures to safeguard registrant data.
- » Adhere strictly to data protection regulations.
- » Develop and enforce a data retention and disposal policy.
- » Provide participants with transparency on data usage and protection measures
- » Analyze registration data to identify trends, preferences, and potential issues.

Networking and Communication, Including App Integration

- » Develop and implement during-event networking activities to enhance participant engagement and interaction, with a particular focus on integration into the event app.
- » Facilitate post-event communication strategies to sustain engagement and keep participants informed about relevant updates, utilizing the app as a primary communication channel.
- » Explore innovative approaches to create an experience, ensuring that participants have engagement and networking opportunities through app functionalities.
- » Leverage the event app to provide real-time updates, facilitate participant interactions, and encourage networking opportunities during the summit.
- » Monitor and analyze the effectiveness of networking and communication strategies within the app, making adjustments as needed.

DELIVERABLES

The selected vendor is expected to

1. Develop a smooth and effective end-to-end registration process.
2. Provide technical support to develop a fully functional and secure online registration portal.
3. Generate regular reports on registration data and trends.
4. Deliver Professionally designed and accurate event badges or other forms of participant identification.
5. Support to provide efficient onsite registration services and troubleshooting measures.
6. Ensure proper documentation outlining data protection measures.
7. Prepare and submit a post-event analysis report
8. Ensure hitch-free online registration for the Summit and all Pre-Summit events

TIMELINE AND KEY MILESTONES

The engagement will span from April 2024 to November 2024. Key milestones include:

KEY MILESTONES	Deadline
Go-Live Date	April 29nd 2024

EVALUATION CRITERIA

Vendor proposals will be evaluated based on the following criteria:

- » **Experience:** Demonstrated experience in managing large-scale event registrations.
- » **Technical Expertise:** Proficiency in developing and/or managing online registration systems for onsite and offsite participants, ability to prepare and report data analysis, and ability to develop a functional participant identification system
- » **Data Protection Measures:** A proposed approach and policy to securing and protecting registrant data.
- » **Cost-effectiveness:** Competitive pricing for the proposed services.
- » **Post-Event Analysis Plan:** Clarity on conducting a comprehensive analysis after the summit.



BID 2. VENUE SET-UP AND BRANDING

The Nigerian Economic Summit Group (NESG) invites qualified vendors to submit proposals for Venue Set-Up and Branding services for the upcoming NES#30. This section outlines the scope of work, objectives, deliverables, timeline, communication process, and evaluation criteria for interested vendors.

TERMS OF REFERENCE

Objectives of the Terms of Reference

- » Interpret the NESG's visual identity into tangible and cohesive venue designs.
- » Ensure the visual and brand identity aligns with the Summit's goals
- » Collaborate with relevant committees to integrate the visual identity into the overall event layout and atmosphere.
- » Manage the physical set-up and branding of the summit venue including exhibitor booths and seating arrangements in line with the experience and engagement outcomes desired.
- » Develop and implement a comprehensive plan for branding materials, signage, and stage setup.
- » Ensure alignment of venue aesthetics with the established visual identity for a cohesive and impactful event experience.

SCOPE OF WORK

The scope includes:

Pre-Event Planning:

- » Collaborate with NES30 Event Management Committee to understand event goals and requirements
- » Develop a comprehensive plan encompassing venue set-up, stage design, branding elements, signage, exhibition areas, and other relevant components.
- » Create a visual 3D design of the Venue Set-Up to allow for adequate planning.

Visual and Brand Identity

- » Develop and present a range of design options for main stage setups, banners, signage, and other elements, with a keen focus on innovation and audience engagement.
- » Interpret the NESG's and NES 30 visual identity into the venue designs and layout.
- » Ensure consistency in branding elements throughout the event venue.

Execution and Venue Set-Up:

- » Implement the approved design concepts, ensuring meticulous attention to detail and high-quality execution.
- » Oversee the set-up of the main stage, breakout areas, exhibition spaces, and other designated areas, with a focus on creating a seamless and immersive experience.
- » Collaborate with relevant committees to create a functional and aesthetically pleasing event space.
- » Manage logistics related to venue set-up, including stage design, seating arrangements, and signage.

Collaboration

- » Work closely with the NES30 Event Management Committee and other relevant stakeholders to address specific requirements and changes.

Branding Placement

- » Strategically place branding elements to maximize visibility, impact, and engagement throughout the summit venue.
- » Provide recommendations for optimal placement based on foot traffic, session schedules, and audience interaction.
- » Develop Venue Layout and set-up plans

Networking and Communication, Including App Integration:

- » Explore innovative ways to integrate digital sessions into the physical set-up, fostering a seamless transition between on-site and virtual experiences.
- » Coordinate with the Technical Committee to ensure alignment with digital platforms and communication channels.

DELIVERABLES

The selected vendor is expected to deliver:

- » A comprehensive venue set-up and branding plan.
- » Visual identity designs encompass both physical and digital elements.
- » Executed venue set-up and branding activities.
- » Post-event evaluation report with actionable insights for future improvements.

TIMELINE AND KEY MILESTONES

The engagement will span from April 2024 to November 2024. Key milestones include:

KEY MILESTONES	Deadline
Approval of Venue Set-Up Plans	April 2024
Execution of Venue Set-Up activities	August-September 2024

EVALUATION CRITERIA

Vendor proposals will be evaluated based on the following criteria:

- » Proven experience in large-scale event venue set-up and branding.
- » Creativity, innovation, and alignment with NESG's branding guidelines.
- » Demonstrated collaborative approach with other committees and stakeholders.
- » Cost-effectiveness and efficient execution capabilities.

BID 3: FLOOR MANAGEMENT VENDOR

The Nigerian Economic Summit Group (NESG) is seeking a qualified and experienced vendor to provide floor management services for NES#30, Nigeria's Premier Economic Summit. This document outlines the scope of work, objectives, deliverables, timeline, communication process, and evaluation criteria for interested vendors.

TERMS OF REFERENCE

Objectives of the Terms of Reference

The primary objectives of engaging a vendor for floor management services are as follows:

- » **Coordination:** Provide trained ushers for effective participant guidance and assistance.
- » **Security Provision:** Provide professional and adequate Security for the entire summit process.
- » **Venue Optimization:** Collaborate with the venue set-up and branding team to optimize the floor layout.
- » **Participant Assistance:** Assist participants as needed during the event.
- » **Real-time Problem Resolution:** Address any floor-related issues promptly to enhance the overall summit experience.
- » **Signage Placement:** Strategically place clear and visible signage to guide participants.
- » **VIP Direction:** Direct individuals of different levels, including VVIPs, to their assigned places.
- » **Seating Arrangements:** Manage seating arrangements to optimize participant experience.

SCOPE OF WORK

Pre-Event Planning:

- » Collaborate with the venue set-up and branding team to understand the floor layout.
- » Develop a detailed floor management plan, including security provision, usher coordination, signage placement, VIP direction, and seating arrangements.
- » Usher selection, training and coordination.
- » Security selection, training and coordination
- » Participate in pre-summit meetings to coordinate with other committees.

During the Summit

- » Implement the floor management plan, ensuring a seamless participant experience.
- » Provide trained ushers for effective guidance and assistance.
- » Provide security agents to ensure the safety of all
- » Ensure security agents align with all government security personnel.
- » Strategically place clear and visible signage to guide participants.
- » Direct individuals of different levels, including VVIPs, to their assigned places.
- » Manage seating arrangements to optimize participant experience.
- » Coordinate with the venue set-up and branding team for real-time adjustments, if needed.

Post-Summit

- » Conduct a post-event evaluation of the vendor for the floor management process.
- » Provide feedback and recommendations for future improvements.

DELIVERABLES

The selected vendor is expected to deliver:

1. A comprehensive floor management plan, including usher coordination, security personnel provision, signage placement, VIP direction, and seating arrangements.
2. Ensure usher training and coordination
3. Ensure security training and coordination
4. Trained ushers for effective participant guidance and assistance.
5. Real-time floor management services during NES#30.
6. Post-event analysis and recommendations report.

TIMELINE AND KEY MILESTONES

The engagement will span from April 2024 to November 2024. Key milestones include:

KEY MILESTONES	Deadline
Development of the comprehensive floor management plan	April 2024
Training of ushers/ security personnel	August-September 2024
Coordination with other committees	June-September 2024
Implementation at NES#30	October 2024

EVALUATION CRITERIA

Vendor proposals will be evaluated based on the following criteria:

- » **Experience:** Demonstrated experience in providing comprehensive floor management services for large-scale events.
- » **Technical Expertise:** Proficiency in coordinating ushers, efficiency of security personnel, signage placement, VIP direction, and seating arrangements.
- » **Cost-effectiveness:** Competitive pricing for the proposed services.
- » **Post-Event Analysis Plan:** Clarity on conducting a comprehensive analysis after the summit.

BID 4: EVENTS MANAGEMENT

The Nigerian Economic Summit Group (NESG) is seeking a qualified and experienced vendor to provide events management services for the NES#30, Nigeria's Premier Economic Summit. This document outlines the scope of work, objectives, deliverables, timeline, communication process, and evaluation criteria for interested vendors.

TERMS OF REFERENCE

Objectives of the Terms of Reference

The primary objectives of the events management team are as follows:

- » Develop a detailed event plan outlining timelines, responsibilities, and milestones
- » Provide comprehensive program management by coordinating vendors across various work streams, including Registration Process Management, Venue Set-Up, Branding Management, and Floor Management, to effectively execute the summit's objectives.
- » Ensure the seamless coordination of all summit-related activities.
- » Create an engaging and memorable experience for all participants.
- » Provide on-site support and assistance during the summit
- » Ensure strict adherence to timelines, budgets, and quality standards for all vendors and service providers involved in the event.
- » Deliver specific work streams independently and collaborate with other vendors to ensure the successful execution of all aspects of the conference

SCOPE OF WORK

The event management vendor must also bid for one or more of the above work streams.

The events management team is expected to perform the following tasks:

- » Planning and coordination of all summit activities, including pre-summit preparations and post-summit evaluations.
- » Venue management, including working with the vendor to manage session venues, layout design, seating arrangements, and technical arrangements.
- » Logistics management, including working with vendors to ensure adequate transportation, accommodation, catering, and security arrangements.
- » Program management, including ensuring efficient timing of sessions working together with the technical committee and speaker coordination
- » Work with the vendor for the registration process in managing registration processes.
- » Financial management, including budgeting, expenditure tracking, and financial reporting.
- » Risk management, including identifying potential risks and implementing mitigation strategies.
- » Stakeholder management, including coordination with sponsors, partners, vendors, and other key stakeholders.

DELIVERABLES

The event management team is expected to deliver the following:

- » Detailed event plan outlining timelines, responsibilities, and milestones.
- » Ensuring efficient venue arrangements, including layout designs, seating plans, and technical specifications.
- » Adequate logistics plan, including transportation schedules, accommodation bookings, catering arrangements, and security protocols.
- » Production of appropriate communication and marketing materials, including promotional campaigns, registration portals, and informational resources, in collaboration with the responsible vendors
- » Financial reports, including budget allocations, expenditure tracking, and financial statements.
- » Risk assessment reports, including identification of potential risks and proposed mitigation strategies.

TIMELINE AND KEY MILESTONES

The engagement will span from April 2024 to October 2024.

EVALUATION CRITERIA

The event management team will be evaluated based on the following criteria:

- » Experience: Demonstrated experience in managing large-scale events, preferably in the context of economic summits or similar forums.
- » Expertise: Proficiency in event planning, logistics management, program coordination, communication, and stakeholder engagement.
- » Resources: Availability of skilled personnel, technical capabilities, and infrastructure to support the summit requirements.
- » Cost-effectiveness: Competitive pricing for the proposed services, with a focus on maximizing value within budgetary constraints.
- » Flexibility: Ability to adapt to changing circumstances, address unforeseen challenges, and ensure smooth execution of the summit.

VENDOR COMMUNICATION/EVALUATION PROCESS

PROPOSAL SUBMISSION

Interested vendors are invited to submit comprehensive proposals by April 5th 2024. Proposals should include:

- a) Understanding of Our Needs
- b) Services/Solutions (Fit-To-Need)
- c) Approach & Engagement Methodology
- d) Execution Plan/Deliverables & Milestones
- e) List of clients and summary of similar past projects
- f) Fees

COMMUNICATION PROCESS FOR VENDORS

Regular communication between NESG and the vendor is essential. Bi-weekly progress meetings will be held with the relevant stakeholders and the Event Committee to discuss ongoing tasks, address concerns, and ensure alignment with objectives.

SELECTION PROCESS

All proposals should be sent to events@nesgroup.org. In your email, please indicate the area you will be bidding for in the subject line.

NESG reserves the right to select a vendor based on the submitted proposals. The selected vendor will be notified once the review process is completed.

CONTRACTUAL AGREEMENT

A formal contract will be established between NESG and the selected vendor(s), outlining all terms, conditions, and expectations.

30th NIGERIAN ECONOMIC SUMMIT

EVENT MANAGEMENT COMMITTEE
TERMS OF REFERENCE

