

TERMS OF REFERENCE

EVENT MANAGEMENT CONSULTANCY

JOB TITLE: Event Management Consultant

LOCATION: Nairobi office

REPORTS TO: CEO, PAL Network

Contract Period: 2 Months

About the PAL Network

The People's Action for Learning (PAL) Network is a south-south partnership of organizations working across three continents. Our Vision is to have a world where all children have a foundation for lifelong learning. Member organizations conduct citizen-led assessments and/or citizen-led actions aimed at improving learning outcomes. We generate robust evidence on learning outcomes through oral one-on-one assessments conducted in households. We work with governments and non-state actors in the education space to implement evidence-based programs for improved learning. We generate new insights to understand learning contexts and issues using data from our assessments, action programs, and other research. We use evidence to track and report on global progress as we advocate for equitable, inclusive, and quality education.

About the Event Management Consultancy

Since its inception, PAL Network has championed Citizen-Led Assessments (CLAs)—a cost-effective and inclusive approach to evaluating foundational learning. To date, over 60 assessments have been conducted in over 15 countries, reaching more than 9 million children in their homes. In 2025, the network is implementing the International Common Assessment of Numeracy and Reading (ICAN–ICAR), measuring learning levels of 89,870 children aged 5 to 16 across 12 Global South countries: Senegal, Mali, Kenya, Uganda, Tanzania, Mozambique, Botswana, Nicaragua, Mexico, Pakistan, Bangladesh, and Nepal.

PAL Network will launch the ICAN–ICAR report during the PAL Evidence for Action Forum, scheduled for 25–26 November 2025 in Nairobi, Kenya. The Forum will convene policymakers, education leaders, civil society, and partners to reflect on the state of foundational learning and co-create evidence-driven strategies to ensure every child is learning. **The event will also mark PAL Network's 10th anniversary, celebrating a decade of citizen-led impact and the growing influence of CLAs on education equity and policy.**

To deliver this high-profile event, PAL Network seeks to engage an **experienced Event Management Company** to provide event coordination, and delivery support. The consulting company will work closely with the PAL Secretariat to ensure a professional, seamless, and memorable experience for all participants.

Key Responsibilities

The consulting company will be expected to provide comprehensive support in the planning and execution of the PAL Evidence for Action Forum and ICAN–ICAR Report Launch, including:

1. Event Coordination

- Coordinate the execution of the event plan, timelines, and workflows in collaboration with the PAL Secretariat.
- Support the completion of the event programme, ensuring flow, timing, and participant engagement.
- Manage participant registration and communication, including VIPs, speakers, policymakers, and international delegates.
- Ensure smooth on-site coordination during the two-day Forum.

2. Visibility & Digital Presence

- Develop and execute an event visibility strategy.
- Create and manage digital assets for the event (banners, teasers, social media content, and branded templates).
- Support live coverage of the event across social media platforms (Twitter/X, LinkedIn, Facebook, Instagram, YouTube), including live-tweeting, posting, and engaging audiences online.
- Coordinate media engagement for the event.
- Explore creative ways (e.g., highlight videos, reels, daily recaps) to extend the event's reach to audiences unable to attend in person.
- Ensure consistent branding and messaging across all digital and on-site platforms.

3. Reporting & Post-Event Follow-Up

- Provide a comprehensive event report with insights, lessons learned, and recommendations.
- Curate digital and photographic archives for post-event communication and institutional memory.
- Coordinate with PAL Secretariat on thank-you notes, post-event press releases, and dissemination of materials.

Requirements:

The interested Event Management Company should demonstrate:

- Proven track record in designing, planning, and executing high-level international conferences or forums.
- Strong portfolio in event visibility and digital engagement, including social media campaigns, live coverage, production of digital assets and media engagement.
- Demonstrated experience working with policymakers, civil society, donors, and international partners.
- Creative approach to event branding, digital storytelling, and participant engagement.
- Adequate team capacity and professional expertise to deliver a seamless experience.
- Commitment to equity, inclusion, and the mission of PAL Network.

Languages:

- Proficiency in English (both spoken and written) is required.
- Capacity to support multilingual communication (French, Spanish, and Portuguese) is an added advantage.

How to Apply

Proposal Submission Guidelines

Interested Event Management Companies are invited to submit a comprehensive proposal that includes the following:

1. **Company Profile** – brief background of the company, years of experience, and areas of specialization.
2. **Relevant Experience** – portfolio of similar assignments, particularly conferences/forums with digital and mainstream media visibility.
3. **Proposed Approach & Methodology** – description of how the company will deliver the assignment.
4. **Team Composition** – profiles of key staff who will be assigned to the event, highlighting their expertise and roles.
5. **Work Plan & Timelines** – detailed schedule outlining major activities leading up to and during the event.
6. **Financial Proposal** – itemized budget including all fees and taxes.
7. **References** – at least two recent references (clients/organizations) with contact details.

Submission Details:

Interested applicants are requested to send their applications to jobs@palnetwork.org with the subject line **Event Management Consultancy**.

The application deadline is 11:59 p.m. EAT on Wednesday October 6th, 2025.

Only shortlisted candidates will be contacted. PAL Network is an equal opportunity employer and encourages applications from women and underrepresented groups.