



## TERMS OF REFERENCE

### Procurement of Visibility Services for the Upcoming FAWE International Conference on Girls Education in Africa June 2026

#### Background

[FAWE](#) is a pan-African non-governmental membership organization founded in 1992 to empower girls and women through gender-responsive education in sub-Saharan Africa. Headquartered in Nairobi, Kenya, FAWE operates in 33 African countries, working closely with ministries of education and key policymakers to promote policies that enhance girls' participation in education.

As a leader in girls education in Africa, FAWE has pioneered gender-responsive interventions that promote gender equity and equality. Our success is evident through impactful programs, research, and the scaling of proven models across the continent. FAWE envisions an equitable and inclusive society where all African girls and women thrive.

#### Overview of the Project/Assignment:

The FAWE Triennale Girls' Conference is a premier continental convening held every three years to advance girls' education in Africa. The conference brings together policymakers, educators, researchers, youth leaders, civil society actors, and development partners to champion gender-transformative and inclusive education systems. It aims to drive political leadership, promote sustainable financing, and foster the integration of innovation and technology into education policies and practices. The platform also strengthens multisectoral policy coherence, accountability mechanisms, and alignment of national and regional priorities.

Central to the Triennale is its role in convening stakeholders to address persistent and emerging barriers faced by girls across the continent. The conference facilitates shared learning, policy dialogue, and co-creation of solutions that expand access, improve learning outcomes, promote equity, and support successful transitions from school to work, particularly in STEM and the digital economy. This year, the conference is being held on the 17th and 18th of November.

FAWE seeks to engage the services of a qualified Communications Consultant/Firm to support the strategic communication, visibility, and media engagement efforts for the conference. The Consultant/Firm will be responsible for creating awareness of the conference across Africa and globally, while ensuring timely, coordinated, and impactful visibility before, during, and after the conference through strategic storytelling, media relations, digital engagement, branding, and content development.

#### Objectives of the assignment

The objective of the assignment is to:

1. **To develop and implement a comprehensive conference communication and visibility strategy:** Design and execute an integrated communication approach to enhance awareness, stakeholder engagement, and visibility of the conference across Africa and globally.
2. **To amplify the conference’s key messages, outcomes, and impact through strategic storytelling and media engagement:** Develop and disseminate compelling communication products including stories, multimedia content, press materials, and digital assets that position the conference as a leading platform for girls’ education in Africa.
3. **To strengthen stakeholder engagement and promote broad participation in the conference:** Support targeted communication and outreach efforts to engage governments, development partners, media, youth, academia, civil society, and private sector stakeholders.
4. **To document conference proceedings, lessons, and outcomes for future advocacy and knowledge:** sharing  
Produce high-quality documentation and visibility materials that capture key discussions, recommendations, and impact stories emerging from the conference.

## 4. Scope of Work

### 4.1. Pre-Production

- Co-create with the FAWE teams and develop a concept for the entire visibility plan
- Advise FAWE on creative ways to increase visibility for the conference and encourage financial partnership from stakeholders
- Create a design workplan and checklist (with timelines) to include:
  - 1 pre-event promo video
  - 5 short social media videos
  - Draft design artwork for speakers
- Design artwork for all social media artwork and assets such as posters, carousels, GIFs, quote cards, infographics, countdowns to the conference dates and speaker artwork
  - Design artwork for conference communication materials such as - Roll-up Banners, Tear Drops, Press Backdrop Banner, Branded Pens, Branded Notebooks, Branded Merchandise (bags/folders), Flyers / Programs, Conference Badges, Branded Information Desk, Branded Polo, Photo booth (backdrop, branded cubes, photo assets), Outdoor Branding (conference word art)
- All design concepts for the aforementioned items for review, approval and commissioning

### 4.2. During the Conference

- Liaise with technical team to ensure that all speaker/panel artwork is displayed on the screen promptly and accurately
- Ensure that FAWE’s videos play in a loop during breaks
- Quote cards from different speakers are displayed on FAWE’s socials at the end of every

day

#### **4.3. Post Conference**

- Design and share thank you cards for general attendees in both English and French and bespoke thank you cards for 10 key high profile speakers in both English and French
- Design the conference rapporteurs report in both English and French

#### **Deliverables**

- 1 pre-event comprehensive promo video of 5 minutes
- 5 short social media videos
- Draft design artwork for speakers (number of speakers TBC)
- Design artwork for all social media artwork and assets – 30 pieces of artwork (carousels, GIFs, infographics, countdowns, quote cards, posters, speaker artwork etc.)
  - Design artwork for conference communication materials - Roll-up Banners (10), Tear Drops(10), Press Backdrop Banner(1), Branded Pens (1), Branded Notebooks(1), Branded Merchandise (bags/folders)(1), Flyers / Programs(1), Conference Badges(1), Branded Information Desk(1), Branded Polo(1), Photo booth (1 each - backdrop, branded cubes, photo assets), Outdoor Branding (conference word art) (1)
- 2 general thank you cards in both English and French
- 10 bespoke thank you cards in both English and French
- 1 conference report designed in both English and French

#### **Duration of Assignment**

The assignment is to commence on 1<sup>st</sup> July 2026 and final products must be delivered by 1<sup>st</sup> December 2026.

#### **Qualifications/Requirements of the consultant**

To be considered for this role you must:

- A minimum of 7 years' experience working in similar field.
- Proven expertise in creating high-quality content/visibility materials especially for high level continental conferences
- Strong technical and creative capabilities, including attention to detail and a keen eye for storytelling and capture of audiences
- Have strong interpersonal skills and experience of working with a range of stakeholders in development work.
- Official website with portfolios of past work

#### **Supervision**

The winning candidate will work closely with the FAWE Communication team, with the overall supervision of the Executive Director.

#### **Expression of interest**



All applications should be addressed to the **Executive Director** and emailed to [procurement@fawe.org](mailto:procurement@fawe.org) with the subject line: “Application for the Procurement of Visibility Services for the Upcoming FAWE International Conference on Girls Education in Africa” to reach FAWE not later than **June 16, 2026**. Only email applications are accepted.

The application must include:

- Cover letter
- Technical and financial proposals
- CVs of key technical team leads
- At least 2 references with supporting letters

Estimated budget: USD 10,000

*\*Only email applications and firms that meet the set requirements will be considered. Responses shall only be sent to successful firms.*