



LAGOS STATE GOVERNMENT

LAGOS STATE EMPLOYMENT TRUST FUND (LSETF)

LSETF/S-C/NCB/007/2026

**REQUEST FOR PROPOSALS: PROVISION OF PROJECT MANAGEMENT, STRATEGIC
COMMUNICATIONS & EVENT PLANNING SERVICES FOR THE LAGOS STATE EMPLOYMENT
SUMMIT 4.0**

SEPTEMBER 2026

Deadline for Submission: 11th September, 2026

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SECTION I - REQUEST FOR PROPOSAL

REQUEST FOR PROPOSALS: PROVISION OF PROJECT MANAGEMENT, STRATEGIC COMMUNICATIONS & EVENT PLANNING SERVICES FOR THE LAGOS STATE EMPLOYMENT SUMMIT 4.0

Lagos State Employment Trust Fund, LSETF, was established by the Lagos State Employment Trust Fund Law in 2016 to drive initiatives that tackle unemployment and enable wealth creation for all Lagos residents. LSETF provides entrepreneurship and employment opportunities through the acquisition of skills to get better jobs, improve access to finance, strengthen the institutional capacity of micro, small, and medium enterprises, and formulate policies designed to improve the business environment in Lagos State. In addition, LSETF develops programmes designed to train and place unemployed residents of Lagos in jobs.

The Fund hosts a biennial Lagos Employment Summit that converges critical stakeholders within the employment and job creation ecosystem to discuss ongoing trends, achievements, challenges, and key opportunities for decent and sustainable jobs and wealth creation.

LSETF is soliciting proposals from project managers, strategic communicators & event planners for the Lagos state employment summit 4.0

In this Request for Proposal document, you will find detailed instructions relating to the submission of your proposal; **you are requested to strictly follow the instructions and provide the mandatory documents for your proposal to be considered for the Consultant Prequalification exercise.**

Please submit your Proposal titled "Provision of project management, strategic communications & event planning services for the Lagos state employment summit 4.0" no later than close of business (4:00 p.m.) on **Friday, 11th September 2026** through: <https://lsetf.ng/tenders>

Requests for clarification can be made to the below email address, on or before **Wednesday, 9th September 2026**: procurementunit@lsetf.ng

This RFP is solely for preparing and submitting a Proposal and confirmation of your ability to provide the required services. All information, both written and oral, which is obtained or provided in connection with this RFP is confidential.

Kindly note that submission of a proposal does not guarantee engagement. Applicants selected to work with the LSETF will be notified via email, alongside necessary information to continue with the selection process.

Those not selected will also be notified via email; LSETF is under no obligation to disclose the reason for rejection.

LSETF is NDPR compliant. By submitting your information and documents to us, you are agreeing to the storage and usage of your data by LSETF, in accordance with our privacy policy.

Yours truly,

Feyisayo Alayande
Executive Secretary

SECTION II – INSTRUCTIONS TO CONSULTANTS

A. INTRODUCTION

1.General	This RFP is issued for submission of proposal for the <u>Provision of project management, strategic communications & event planning services for the Lagos state employment summit 4.0.</u>
2.Definitions	«Day» means calendar day; «LSETF» means the Lagos State Employment Trust Fund; «NDPR» means National Data Protection Regulations; «Project Name» means “<u>Request for Proposal - Provision of project management, strategic communications & event planning services for the Lagos state employment summit 4.0.</u>” «Proposal» means a Proposal submitted by a Consulting firm, pursuant to this RFP; «RFP» means this Request for Proposal; «TOR» means the Terms of Reference, setting out the detailed scope of work required from the consulting firm.

B. REQUEST FOR PROPOSAL

3. Contents of the Request for Proposal	3.1. This RFP describes the procedure, terms, qualifications, requirements, and conditions for the submission of a Proposal. This RFP consists of the following: ❖ The Letter of Request for Proposal ❖ Instructions to Bidders ❖ The Terms of Reference
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4. Amendment of RFP

- 3.2. The Consultant shall examine the instructions, sample documents and requirements provided in this RFP and adhere to all instructions and requirements herein, in submitting a Proposal.
- 4.1. At any time prior to the deadline for submission of Proposals, the LSETF, may for any reason at its own initiative or in response to a clarification requested by a consultant, modify the RFP.
- 4.2. All Firms that have received/access the RFP will be notified in writing or by standard electronic means of any amendments to the RFP.
- 4.3. In order to afford the firms reasonable time in which to take the amendments into account in preparing their Proposals, following a request for clarification LSETF may, at its discretion, extend the deadline for submission of Proposals.

C. PREPARATION OF PROPOSAL

5. Language	The Proposal and all related correspondence shall be in English.
6. Contents of Proposal	6.1. The Proposal shall comprise of the Technical Proposal and the Financial Proposal. 6.2. The Financial Proposal shall consist of the following documents: ❖ A written letter signed by the authorized representative of the Firm; and ❖ The detailed breakdown of the estimated cost i.e. summary of cost and breakdown of prices 6.3. The Technical Proposal shall consist of the following documents: ❖ The Profile of the Firm, setting out its organizational structure, relevant experience in leading or providing advisory on labour market, employment and policies to public or private organizations, its resource plan and the proposed methodology, work plan and team composition clearly indicating the team leader, and other key experts.

	❖ Any other information which the firm reasonably believes is necessary, having reference to the contents of the TOR. 6.4. The Technical Proposal shall not contain any pricing information whatsoever. Pricing information shall be separated and only contained in the Financial Proposal. 6.5. Any information which the Firm considers confidential shall be clearly marked as such and shall be treated accordingly.
7.Currency of the Proposal	The prices in the Financial Proposal should be quoted in Naira . Payment will be budgeted and disbursed as Naira.
8.Validity of the Proposal	The validity period of the Proposal shall be 5 days .
9.Cost of Preparation of Proposal	The Firm shall bear all costs associated with the preparation and submission of its Proposal. LSETF shall in no case be responsible or liable for any costs associated with submitting Proposals, regardless of its conduct or the outcome of the Proposal. The LSETF reserves the right to annul the Proposal process at any time prior to awarding the contract, without thereby incurring any liability to the Firm.

D. SUBMISSION OF PROPOSAL

10. Sealing and marking of Proposal

The Firm shall place the Technical Proposal (and its supporting documents), and the Financial proposal (and its supporting documents) in **separate documents**, marked as such.

10.1 The documents shall indicate the name and address of your **Organization**, the **name and address of LSETF**, the **Project Name** and **reference number of the Proposal** as indicated in the Letter of Proposal.

10.2 **The supporting documents required are:**

1. Evidence of registration with Corporate Affairs Commission (CAC)
2. Tax Clearance Certificate for the preceding 3 (three) years 2022-2024 from the Lagos Internal Revenue service (LIRS)
3. Evidence of registration/renewal as a consultant with the Lagos State Public Procurement Agency (LASPPA) for the current year (2026)
4. Audited Financial Statement for the last 3 (three) years (2023-2025)
5. Corporate profile of the company services and affiliations
6. Curriculum Vitae of at least 3 key professional staff
7. An affidavit that all documents submitted are genuine and verifiable

11. Deadline for the Submission of Proposal.

- 11.1. Proposals must be received through the link specified in above on or before the close of business on **Friday, 11th September 2026**.
- 11.2. Any Proposal received by LSETF after the deadline for the submission specified in paragraph 11.1 shall be returned unopened to the Firm
- 11.3. LSETF may, at their sole discretion, extend the deadline for the submission of Proposals by amending this RFP in accordance with the terms and conditions hereof.

12. Clarifications

- 12.1 A Firm requiring additional clarification of any part of this RFP may notify the LSETF via the contact details provided above. The LSETF will respond in writing, or by standard electronic means to any request for **clarification of the RFP that it receives no later than Wednesday, 9th of September 2026**, and may send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all Firms. If LSETF deem it necessary to amend the RFP because of a clarification, it shall notify any firm that has submitted a Proposal prior to such amendment.

13. Modification/ Withdrawal of Proposal:

- 13.1. A Firm may withdraw its Proposal after the submission, provided that written notice of the withdrawal is received by LSETF prior to the deadline prescribed for submission of Proposals.
- 13.2. No Proposal may be modified subsequent to the deadline for submission of Proposals without prior approval from the point of contact specified above.

OPENING AND EVALUATION OF PROPOSAL

14. Opening of Proposals

- 14.1 The LSETF shall only open Proposals received after the submission deadline with the Evaluation Committee only in attendance. **The Technical Proposals shall be open and evaluated prior to the opening of the Financial Proposals.**

15. Evaluation of Proposals

- 15.1 The Evaluation Committee shall evaluate and compare the Proposals as follows:

- ❖ Pre-Qualification exercise to determine that all requested documents were submitted and in the required format.
- ❖ Examination of the Technical Proposal in order to confirm conformity with specifications contained in the RFP and the substantial responsiveness of each Technical Proposal to the RFP. For this purpose, a substantially responsive Proposal is one that conforms to all terms and conditions of the RFP without material deviations. LSETF's determination of a proposal's responsiveness is based on the contents of the Proposal itself without any recourse to extrinsic evidence.
- ❖ Upon examination of the Technical Proposals, the Evaluation Committee shall select the Technical Proposals that are substantially responsive and examine the Financial Proposals submitted with such Technical Proposals. In examining the Financial Proposals, the Evaluation Committee shall verify any arithmetical errors. For example, if the Proposal in figures is different from the Proposal in words, the amount in words shall prevail. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected.

16. Fraud and Corruption:

- 16.1. The LSETF and the consulting firm shall hold the highest ethical standards, both during the selection process and principle, and shall abstain at all times from corruption or fraudulent practices. Corruption and fraudulent practices are defined as follows:

- a) “*corrupt practice*” means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of a public official in the selection process;
- b) “*fraudulent practice*” means a misrepresentation or omission of facts in order to influence a selection process;
- c) “*collusive practices*” means a scheme or arrangement between two or more Consultants with or without the knowledge of the LSETF, designed to establish prices at artificial, non-competitive levels;
- d) “*coercive practice*” means harming or threatening to harm, directly or indirectly, persons or their property to influence the selection process or affect the execution of a training program.

The LSETF shall reject a proposal for award if it determines that the firm recommended for contract award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in applying for the proposal.

SECTION III – TERMS OF REFERENCE

PROVISION OF PROJECT MANAGEMENT, STRATEGIC COMMUNICATIONS & EVENT PLANNING SERVICES FOR THE LAGOS STATE EMPLOYMENT SUMMIT 4.0

1.0 BACKGROUND INFORMATION

These Terms of Reference ("TOR") describe the tasks to be performed by the Consultant Service Providers ("Consultant") to provide Project Management, Strategic Communications, Event Planning, and Partnership Engagement Services for the Lagos State Employment Trust Fund ("LSETF") conference tagged "Lagos State Employment Summit 4.0."

The Lagos State Employment Trust Fund ("LSETF" or "the Fund") was established by the Lagos State Employment Trust Fund Law of 2016 to enable Lagos residents to realize their aspirations by providing leverage and access to finance.

The Fund in Collaboration with other partners in Lagos state including the Ministry of Wealth Creation and Employment hosts a biennial Lagos Employment Summit that converges critical stakeholders within the employment and job creation ecosystem to discuss ongoing trends, achievements, challenges, and key opportunities for decent and sustainable jobs and wealth creation.

The summit will feature a 5-day integrated employment ecosystem activation (but not limited to) the following:

Access to Market - Access to Market is an LSETF program designed to bridge the gap between Lagos State's micro, small, and medium enterprises (MSMEs) and viable market opportunities. Through trade fairs, exhibitor placements, and curated showcases such as "Lagos on Display," the initiative gives beneficiary businesses a platform to display and sell their products to a wider audience, connect with potential customers and partners, and build the visibility needed to grow beyond their existing markets.

Employment Summit 4.0 - Main conference featuring:

- Keynote Speeches
- Goodwill Messages
- Fireside chat with industry leaders
- Panel Sessions & Presentations
- Breakout sessions
- Market Exhibitions booth
- Business Support Clinics

Gala Dinner - Evening reception for key stakeholders, partners, and leadership.

In achieving the above, LSETF seeks to engage the services of an integrated consultant

combining Project Management, Strategic Communications/Media Consulting, Event Planning, and Partnership Engagement expertise to execute all days seamlessly.

2.0 SCOPE OF WORK

2.1 PROJECT MANAGEMENT

Carry out overall project management services for all activities pre-, during, and post-5-Day Employment Summit 4.0 activation, including:

- Event planning and logistics coordination across all 5 days and a minimum of 3 distinct event formats: trade fair, job fair, and summit conference.
- Vendor and venue management covering a minimum of 10 vendors and 3 venue spaces across the activation period.
- Timeline and deliverable tracking: - a master project plan within days of pre-event milestones documented and tracked weekly.
- Stakeholder coordination and reporting: - weekly written progress reports shared with the team throughout the planning period.
- Cross-event integration and flow management: - ensuring seamless transitions across all 5 days with zero operational gaps between event formats.

2.2 STRATEGIC COMMUNICATIONS & MEDIA CONSULTING

Develop and execute a comprehensive communications strategy for summit visibility, engagement, and impact across the 5-day activation:

- Pre-summit publicity plan launching a minimum of 5 weeks before the Summit across digital, traditional, and grassroots media channels.
- Media partnerships: a minimum of 15 media partners confirmed across television, radio, print, and digital platforms ahead of the Summit.
- Press briefings: a minimum of 2 pre-Summit press briefings and 1 post-Summit press conference delivering documented coverage.
- Content development a minimum of 50 pieces of content produced across scripts, messaging frameworks, media kits, and social media assets for the full 5-day activation.
- Social media and digital engagement strategy: real-time coverage across all 5 days targeting a minimum reach of 500,000 impressions across LSETF's platforms during the Summit period.
- Radio, print, and community channel coordination — a minimum of 10 radio

stations and 5 print or online publications activated for Summit coverage.

- Executive messaging and speaker positioning — briefing documents and talking points developed for a minimum of 10 keynote speakers and panelists.
- Access to Market visibility strategy — dedicated digital and on-ground communications plan for Days 1 and 2 driving a minimum of 300 to 400 active buyers and sellers to the trade floor.
- Post-summit communications and impact storytelling — a full post-Summit report published within 2 weeks of the Summit's close covering all outcomes, media coverage, and impact metrics.
- Reputation management and stakeholder narrative alignment — proactive monitoring and response protocols in place across all 5 days.

2.3 EVENT PLANNING & EXECUTION

Manage all operational aspects of Summit delivery across four distinct activations:

Access to Market — Days 1 and 2

- Exhibition booth setup and vendor coordination for a minimum of 300 MSME exhibitors across both days.
- MSME registration and onboarding: a minimum of 300 vendors fully registered, briefed, and set up ahead of Day 1.
- Buyer and investor identification and engagement : a minimum of 300 verified buyers and investors confirmed and present across Days 1 and 2.
- Performance tracking: daily transaction and connection reports submitted to LSETF at the close of each day.

Employability Job Fair — Day 3

- Employer recruitment and sector coordination: a minimum of 50 to 100 employers across diverse sectors confirmed and present on Day 3.
- Job seeker registration and profiling: a minimum of 500 candidates registered, profiled, and matched to relevant employers ahead of the day.
- CV review and career coaching sessions - a minimum of 200 CV reviews conducted on the day.

- Employer-candidate matching and interview facilitation: a minimum of 300 verified employer-candidate interactions facilitated on the day.
- Masterclass coordination across 3 future of work sessions: each masterclass hosting a minimum of 100 participants with documented attendance and feedback.

Employment Summit — Day 5

- Venue scouting, negotiation, and site management for a minimum of 1 primary venue and 3 breakout spaces.
- Attendee registration and onboarding systems — a minimum of 1,000 confirmed delegates registered and managed across.
- Accommodation and logistics coordination for a minimum of 20 international speakers and VIP guests.
- Agenda flow management and session coordination across a minimum of 10 panel sessions and keynote addresses across both days.
- Speaker and panelist management and technical support for a minimum of 30 confirmed speakers and panelists.
- Exhibitor and vendor coordination and supervision for all on-site activations across both Summit days.
- VIP protocol and arrival and departure management for government officials, board members, and senior development partner representatives.
- On-site operations and real-time problem-solving: a minimum operations team of 20 personnel.

Gala Dinner and Fundraising

- Venue coordination for a seated dinner of a minimum of 200 high-value guests including government officials, DFIs, corporate executives, and development partners.
- Catering and menu planning for a minimum of 200 guests to a standard appropriate for a high-level institutional fundraising dinner.
- Guest list management and seating arrangement- full protocol-driven seating plan submitted to LSETF a minimum of 2 weeks before the dinner.
- Entertainment coordination — a minimum of 1 headline entertainment act and a programme running no longer than 3 hours.

- Protocol management and VIP hosting for a minimum of 20 VIP guests requiring dedicated hosting and management.
- Post-dinner logistics — full clearance and debrief completed within 24 hours of the dinner.
- Post-event evaluation and reporting across all 5 days — a comprehensive event report submitted to LSETF within 2 weeks of the Summit's close.

2.4 PARTNERSHIP ENGAGEMENT & STAKEHOLDER COORDINATION

Coordinate and manage the operational involvement of all confirmed Summit partners to ensure seamless delivery across all 5 days:

- Onboard a minimum of 30 confirmed partners across government agencies, media organisations, training institutions, employers, and NGOs with individual onboarding briefs delivered within 2 weeks of confirmation.
- Develop clear partner participation plans for each confirmed partner specifying their role, deliverables, and activities across the relevant Summit days submitted to LSETF for approval a minimum of 2 weeks before the Summit.
- Serve as the primary operational point of contact for all confirmed partners throughout the Summit lifecycle managing logistics, expectations, and on-ground coordination across all 5 days.
- Coordinate partner activations on the ground ensuring all partner booths, sessions, masterclasses, and activations are set up, running, and properly supported across Days 1 through 5.
- Manage partner communication throughout the planning period:- a minimum of bi-weekly written updates to all confirmed partners from engagement through to Summit close.
- Activate partner networks for on-ground participation and audience mobilisation, coordinating a minimum of 500 attendees sourced directly through partner networks across the 5 days.
- Ensure all partner benefits and commitments are delivered including branding, speaking slots, exhibition space, and acknowledgements with zero partner complaints unresolved during the Summit.
- Conduct a partner satisfaction survey within 1 week of the Summit's close and submit results with recommendations to LSETF within 3 weeks of close.