



**CLAPE**  
CONSULTING



# ORGANIZATION PROFILE

2021

...exceptional  
outcomes

CLAPE  
CONSULTING

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# 1.0

## ABOUT US



Clape Consulting Concepts Limited is a registered company with Corporate Affairs Commission (RC.1257713). It was established by a team of experienced professionals in the field of Development, Public Relations, and Marketing to provide exceptional services to private and public enterprises as well as non-governmental and international organisations for sustainable socio-economic and human development. It is a firm with deep passion and determination to offer cutting-edge services that will contribute significantly to the attainment of the global call for excellence in efficiency and effectiveness of structures and systems. Its inimitable strength lies in its commitment to provide tailored solutions to address challenges confronting businesses, organisation, and institutions.

# 1.1 OUR VISION & OUR MISSION

## OUR CORPORATE VISION

To be a world class consulting firm with capacity to support social and business enterprises to achieve their desired goal and objectives.

## OUR MISSION

To offer exceptional and professional services to clients that will add value to their processes and outputs.



## 1.2 OUR CORE VALUES



### COMMITMENT:

Dedication and firm obligation to deliver on promise



### LEADERSHIP

Disposition to exemplary conduct at all times



### ACCOUNTABILITY

Being transparent and accountable for trust in us



### PERSEVERANCE

Painstaking and thorough in our approach to issues



### EXCELLENCE

Giving only the best in every situation

# 2.0

OUR PRODUCTS/SERVICES



## Development Support Services

- Programme planning and strategy development
- Situational analysis and quality assurance - baseline surveys, peer reviews
- Research - data collection, quality control and analysis
- Capacity building and training – programme management, communication, gender mainstreaming, M&E, documentation, advocacy and campaign etc.
- Project evaluation (mid-term and end-of-cycle assessments)
- Documentation and report writing
- Tools Development – manuals, resource Kits, guidelines, checklists, etc.
- Gender Mainstreaming and reviews
- Policy analysis and audits
- Others

## Marketing/Sales Services

- Business development planning
- Market audit and positioning
- Creation of sales territories
- Creation/identification of market segment
- Capacity building/training
- Developing induction/training manuals
- Developing sales promotions concepts
- Packaging of products & services
- Product launch planning and execution
- Brand creation and development services
- Market intelligence gathering
- Strategic marketing/sales planning
- Developing sales/marketing tools such as activity form/report, itinerary plan, application forms, field report, log book, etc.



## Public Relations Services

- Profiling of firms/organisations
- Providing support services for event planning such as workshops, seminars, conferences, symposium, AGMs, etc. in the areas of hotel/accommodation booking, equipment hiring, report writing, media coverage and other logistics planning
- Media engagements - Ad placements on print and electronic media, organising media/press briefing, media tour/ courtesy visit, preparation of press statements/releases
- Book review, editing and proof reading
- Writing of organizations literatures – brochures, fliers, leaflets, stickers, etc.

## Logistics Management Services

- Dispatch of documents/light cargoes
- Distribution of mails/invitation letters/ cards to targeted individuals/corporate organisations
- Transport charter services, etc.

**..Exceptional  
Outcomes**



# 3.0 SOME CONSULTANCIES EXECUTED



## A) Some Consultancies with INGOs/CSOs/NGOs

- Review and Evaluation of Action Aid Nigeria's Women's Rights 5 years Programme in Ebonyi and Kwara States.
- Production of a document on Gombe State Village Health Workers Scheme - implemented by the Society for Family Health (SFH) and Gombe State Primary Health Care Development Agency (GSPHCDA) – A baseline consultancy conducted for the Society for Family Health.
- A Qualitative Study of the Utilisation of Emergency Transport Scheme by Women in Obstetric Emergency in





Gombe State. A consultancy conducted for the Society for Family Health.

- Assessment of Progress made in Mainstreaming Gender in PIND. A consultancy conducted for the PIND's internal and external operations as well as its partners in their operational bases in Abuja, Port Harcourt and Warri
- Packaging and Documenting the 5-Day Issues Content Workshop organised for SACE Partners and Cluster CSOs members by Strengthening Advocacy and Civic Engagement Programme (a USAID funded) programme
- Packaging and Documenting Training of Citizens' Groups on Zero-Based Budgeting and other Budgeting Issues in Nigeria for PERL-ECP (a DFID Funded Programme)
- Documenting, Analyzing and Synthesizing FGD Sessions held in Kaduna, Jigawa and Kano States for PERL-ECP (a DFID Funded Programme)
- Review of Actionaid Women's Rights Illustrative Resources Kits/Manual.
- Documentation/Preparation of Report on The Public Presentation of the Roadmap on Fostering Civil Military Relations in Nigeria by CLEEN Foundation with support from National Endowment for Democracy.
- An Audit/Review of Institutional/Policy Reforms of the Federal Government Policy leading to the production of a document titled, "Reforms Policies and Coordination in Nigeria: The Citizen's Perspective" for Civil Society Legislative Advocacy Centre (CISLAC), Abuja.
- Documentation/Preparation of Report on the CSOs National Engagement/Information Dissemination on Monitoring the National Social Protection Programme and the SDGs organised by Action Aid Nigeria and Christian Aid
- Documentation/Preparation of Report on the National Town Hall Meeting and Public Presentation of Strengthening Citizen's Engagement in the Electoral Process (SCEEP) Post-Election Research organised by Action Aid Nigeria
- Documentation/Preparation of Report on the CSOs & Stakeholders Dialogue on Citizens and 2017 Budget: Lessons and Proposals organised by Action Aid Nigeria & PERL-ECP.
- Documentation/Preparation of Report on Civil Military Relations Roadmap Review Workshop by CLEEN Foundation with support from National Endowment for Democracy.
- Documentation/Preparation of Report on Dialogue on Civil Military Relations organised by CLEEN Foundation with support from National Endowment for

Democracy.

- Packaging/Preparation of Report on Round Table on Leadership and Accountability for Konrad Adenauer Stiftung Packaging/Preparation of Report for Cordaid Nigeria on The Multi-Stakeholder Forum on Oil Theft and Illegal Refining.
- Packaging/Preparation of Report for Civil Resources Development and Documentation Centre (CIRDDOC) on the National Launch of the 2015 Nigerian States Budget Transparency Survey Report.
- Packaging/Preparation of Report for the 6th Annual Leadership Lecture/Graduation Ceremony of Centre LSD Leadership School, Abuja.

## **B) Some Consultancies with Government Sector**

- Documentation/Preparation of Report on the Training Workshop Organised by NEITI for Social Media Influencers on their Role in Reporting the Extractive Sector held in Abuja
- Facilitation/Training of INEC, CSOs and relevant stakeholders on the use of e-Training Modules on Electoral Violence Mitigation and Advocacy.
- Developing e-Training Modules on Electoral Violence Mitigation and Advocacy for the Electoral Institute [an organ of the Independent National Electoral Commission (INEC)], Abuja.
- Packaging/Preparation of Report for The Electoral Institute (TEI) 2016 – 2020) Strategic Plan Retreat.
- Documentation/Preparation of Report on the Consultative Stakeholders' Workshop for the Development of a Roadmap on Beneficial Ownership Disclosure in Nigeria's Extractive Industries organised by NEITI with the Support of NRGi held at Apo Apartments, Abuja.
- External Examiner for National Open University of Nigeria (NOUN) graduate/postgraduate programme.
- Technical Assistance for the review of the Nigerian Health Policy - Under the Health Quality and Standard Performance Committee of the Federal Ministry of Health.

## **C) Some Consultancies with Private Sector**

- Coordination/Logistics Support Service to Gem Communications Resources Limited for the compilation of its project - Compendium of Senior Advocate of Nigeria (SANs) within Abuja and environ.
- Distribution and Sales of The South-South International magazine within FCT and environs.
- Coordination of Marketing and Sales activities in the Northern Regional area for TELL Communications Ltd (Publishers of TELL Magazine)



# 4.0 PROFILE OF MANAGEMENT TEAM



The following is a profile/technical competence of our management team who will work on the project;



1



2



3



4

1

Mr. Ekeoba is a seasoned Development practitioner with over 20 years of practical experience. He has a bachelor degree in Sociology, an MBA in Marketing, MSc in Development Studies, and he is currently pursuing a PhD in Peace and Conflict studies. Among others, he has bias for a wide range of endeavours in the sphere of development practice like; Development programming, Project Monitoring/Evaluation, Impact Assessment, Policy Audit/Review, Baseline Survey, and Gender. His robust experience working with the media exposed him to such areas as, Media/ Public Relations, Marketing Communications, etc. Clement has consulted extensively for several international and local organisations like EnCompass LLC, USA, Society for Family Health, NEITI, TEI (INEC), Actionaid, CISLAC, CLEEN Foundation, Centre LSD, CORDAID as well as DFID/USAID funded projects like PERL, SACE, among others, providing technical insight in the areas of programme evaluation/review, knowledge management/documentation, development communication and impact assessment. There are several published and unpublished works to his credit, some of which include: An Appraisal of the Contemporary Roles of the Media in Promoting Development in Nigeria; and Managing Image and Reputation for National Development. He is the Principal Consultant/Chief Executive Officer of Clape Consulting Concepts Limited.



2

Bachama Yusuf popularly called 'Bash' is a community mobilizer, youth leader and a development practitioner with in depth experience cutting across various thematic areas like education, health, youth development and governance. He has been involved in several consultancies relating to programme assessment, monitoring and evaluation and tools development within and outside the Northeast region of Nigeria. As an Associate of CLAPE Consulting, Bash has provided support for a number of assignments in the Northeast. In addition, he was a Programme Manager with Hope Foundation for the Lonely (Actionaid Nigeria's LRP Partner in Gombe State).

3

Oseghale is a Data Collection Specialist with extensive and in-depth experience in questionnaire administration (both the use of MDC and Paper questionnaire), project planning, sampling frame design, focused group recruitment and moderation, executive interviews, data quality control amongst others. He started his career in Social and Market Research with the then RMS (Research & Marketing Services) Limited now TNS as a Field Supervisor and rose to become the company's Quality Control Manager. He later resigned to establish Decision Guide Limited (DGL) as Chief Executive Officer. A graduate of Sociology, Mr. Odianosen's experience in Social and Market Research Industry spans over 20 years. He is an Executive Consultant with Clape Consulting and provides technical leadership in the areas of data collection, baseline survey, etc.

4

Mr. Edomi holds a master's degree in Mass Communication and he is currently pursuing a doctorate degree in Strategic Communications at Babcock University. He is a seasoned editor and media practitioner of over two decades of continuous practice. He worked with The Mail Newspaper, The Punch, Money Post, and TELL before he became Editor-in-Chief of The South-South International magazine. Mr. Edomi who was a co-presenter for a satellite TV Station, enjoys the goodwill of many editors and publishers. He is the Managing Director/Chief Executive Officer of MEO-VIE Nigeria Limited, publishers of The South-South International magazine. Mr. Edomi sits on the board of Clape Consulting as an Executive Director and he oversees the firm's consultancy engagements in the area of Media and Public Relations.





## CONTACT INFORMATION

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