THE AFRICA
BORDERLESS
Creative Economy Summit
APRIL 2026

Request for Proposals (RFP)

Event Management & Design Services

Deadline for Proposal Submission:
December 5th, 2025

Summit website
www.paan.africa/summit

1. Introduction

The Pan-African Agency Network (PAAN) invites qualified and experienced event management firms to submit proposals for Event Management and Design Services for the Africa Borderless Creative Economy Summit 2026 — the continent's leading convening of creative, marketing, and innovation leaders shaping Africa's borderless creative future.

This high-profile summit will bring together agencies, brands, policy leaders, creators, investors, and ecosystem enablers from across Africa and beyond, fostering dialogue, collaboration, and new business opportunities within the creative economy.

2. Event Overview

Event Name:	Africa Borderless Creative Economy Summit 2026
Dates:	April 21st-22nd 2026
Location:	Nairobi, Kenya (Hybrid: Physical + Virtual)
Estimated Attendance:	800+ in-person delegates and 3,000+ virtual participants
Organized by:	Pan-African Agency Network (PAAN)

The 2026 edition will feature:

- A multi-track conference

- The PAAN Creative Excellence Awards & Gala

- An exhibition & marketplace for agencies and creative brands

- Networking lounges and matchmaking sessions

- Partner showcases and interactive installations

3. Scope of Services

The selected agency will be responsible for delivering a world-class summit experience across all touchpoints. Services required include, but are not limited to:

A. Event Design & Creative Direction

- Overall creative concept, visual identity, and theme development

- Venue layout design (staging, audience flow, branding zones)

- Set design, décor, and ambiance creation

- Experience design for different zones (exhibition, networking, awards, main stage, etc.)

- Integration of sustainability and African creativity in design elements

B. Branding & Communication Collateral

- Digital and print design (signage, banners, backdrops, delegate kits, lanyards, etc.)

- Motion graphics, screen templates, and animated assets

- On-site branding production and installation management

C. Delegate & Speaker Management

- Delegate registration and check-in system (online + onsite)

- Hospitality coordination (transport, accommodation, VIP care)

- Speaker liaison and green room management

- Onsite helpdesk and ushers management

D. Audio-Visual & Production Management

- Stage design and setup (main and breakout stages)

- Sound, lighting, and visual systems (LED, projection, etc.)

- Live streaming, hybrid connectivity, and recording services

- Simultaneous translation support (if applicable)

- Technical crew and production scheduling

E. Exhibition & Partner Activation Management

- Coordination of physical and virtual exhibition spaces

- Booth design, branding, and logistics for exhibitors

- Management of brand activations, demos, and experience zones

F. Event Technology & Digital Integration

- Event website & app coordination (in collaboration with PAAN tech team)

- Online ticketing and attendee engagement tools

- Virtual platform setup and technical moderation for remote sessions

- Live engagement (polls, Q&A, gamification)

G. Logistics & Operations

- Vendor coordination and supervision

- Venue management, permits, and compliance

- Security, crowd control, and emergency planning

- Catering and F&B coordination

- Transportation logistics (delegates, VIPs, staff)

H. Post-Event Reporting & Documentation

- Vendor coordination and supervision

- Venue management, permits, and compliance

- Security, crowd control, and emergency planning

- Catering and F&B coordination

- Transportation logistics (delegates, VIPs, staff)

4. Agency Eligibility

To qualify, agencies must:

- Be registered and active members of the Pan-African Agency Network (PAAN).

- Demonstrate proven experience in managing large-scale, high-profile hybrid events in Africa.

- Have capacity for end-to-end event management, including creative, production, and logistics capabilities.

- Provide a strong creative portfolio showcasing innovation, design excellence, and audience engagement.

5. Proposal Submission Requirements

Interested agencies should submit a proposal including:

- **Agency Profile:** Overview, relevant experience, and core capabilities.

- **Team Composition:** Key personnel, roles, and brief bios.

- **Proposed Concept & Approach:** Creative direction and vision for the summit experience.

- **Work Plan & Timeline:** Project phases and milestones.

- **Budget Estimate:** Itemized cost breakdown (inclusive of taxes).

- **Past Work Samples:** At least 3 previous large-scale events or similar projects.

- **References:** Contact details of four (4) past clients.

6. Evaluation Criteria
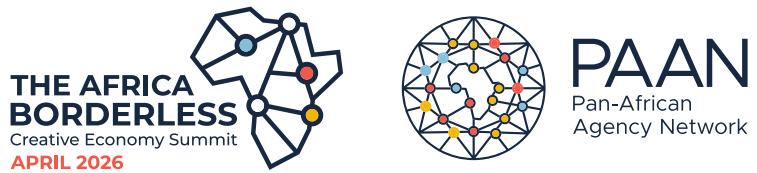
Proposals will be evaluated based on:

- Alignment with the summit's objectives and theme

- Creativity and design innovation

- Technical and logistical capability

- Experience with hybrid event execution

- Cost-effectiveness and value addition

- Membership in PAAN (mandatory)

7. Submission Details

- **Submission Deadline:** December 5th, 2025 (11:59 PM EAT)

- **Submission Method:** Via email to **secretariat@paan.africa** with subject line: **"RFP – Event Management & Design Services – ABCE Summit 2026"**

- **Questions or Clarifications:** Send to **secretariat@paan. africa** by **November 15th, 2025**

6. Evaluation Criteria

Milestone	Date
RFP Released	October 3rd, 2025
Clarification Deadline	November 15th, 2025
Proposal Submission Deadline	December 5th, 2025
Evaluation & Shortlisting	December 15th – 30th, 2025
Agency Presentation (if needed)	January 10th – 15th, 2026
Final Selection & Notification	January 25th, 2025

Thank you for your interest in partnering with PAAN

For inquiries, contact:

Pan-African Agency Network (PAAN)

Email: secretariat@paan.africa

Website: www.paan.africa