



**Request for Quotation (RFQ)**  
**Digital Marketing Agency**  
**Inclusive Africa Conference 2026**

## **1. Introduction**

The Inclusive Africa Conference is an annual convening that brings together government representatives, private sector leaders, innovators, disability inclusion advocates, and development partners to advance digital accessibility across the continent. The 2026 edition will take place in Nairobi, Kenya, from 2<sup>nd</sup> –4<sup>th</sup> June 2026.

inABLE seeks a qualified Digital Marketing Agency to provide comprehensive digital campaign strategy, social media management, paid advertising, and performance reporting services for the Inclusive Africa Conference 2026.

The selected vendor will deliver high-quality, data-driven, accessible, and brand-aligned digital campaigns that increase visibility, drive registrations, and enhance engagement across Africa and globally.

## **2. Scope of Work**

### **2.1 Pre-Conference Digital Campaign Strategy and Planning**

- Attend a briefing session with the inABLE Communications Team.
- Develop a comprehensive digital marketing strategy aligned with conference objectives.
- Define audience segmentation, targeting parameters, and platform strategy.
- Develop monthly social media content calendars from April for approval.
- Create campaign messaging aligned with Inclusive Africa Conference branding and accessibility standards.
- Design digital ad creatives (static, carousel, and short-form formats where applicable).
- Set up and manage paid advertising campaigns (Google Ads, Meta Ads, LinkedIn Ads, YouTube Ads, and other relevant platforms).
- Optimize campaigns for registration conversions and cost efficiency.
- Provide bi-weekly performance reports including key performance metrics.

### **2.2 During the Conference Digital Engagement (1<sup>st</sup> – 4<sup>th</sup> June 2026)**

- Provide real-time social media coverage across agreed platforms with accessibility in mind (Alternative text and closed captions).



- Publish daily highlights, speaker quotes, key announcements, and program updates.
- Promote livestream sessions and drive audience participation.
- Monitor and respond to online engagement (as agreed with inABLE).
- Flag any queries or concerns shared on digital platforms (inABLE to advise)
- Track performance metrics during conference days.
- Support amplification of video, photography, and media-ready clips shared by production teams.

### 2.3 Post-Conference Digital Reporting and Campaign Wrap-Up

- Develop and execute post-event engagement campaigns.
- Promote recap videos, testimonials, and impact highlights.
- Deliver a comprehensive campaign performance report including:
  - Reach and impressions
  - Engagement rates
  - Click-through rates
  - Conversion rates
  - Cost per acquisition
  - Audience demographics and insights
  - Performance of paid ads
- Strategic recommendations for future campaigns

### 3. Deliverables

Category	Description	Specifications
Digital Marketing Strategy	Comprehensive campaign strategy document	Submitted within 10 days of contract signing
Monthly Content Calendars	Planned posts including captions and creative direction	Submitted monthly
Paid Advertising Management	Setup, optimization, and reporting	Across full campaign period
Live Digital Coverage	Real-time social posting and engagement	2nd – 4th June 2026



Performance Reports	Bi-weekly updates + final comprehensive report	PDF + editable format
Post-Event Campaign	Engagement and recap promotion strategy	Implemented within 7 days post-event

#### 4. File Organization and Delivery

- All campaign reports must be submitted in both PDF and editable formats (Word/Excel/PowerPoint).
- All ad creatives must be delivered in organized folders by platform and format (e.g., Meta, LinkedIn, Google).
- Analytics reports must include raw data exports where applicable.
- All campaign assets and data must be backed up and retrievable for at least 90 days after final delivery.
- All digital creatives must comply with accessibility standards including:
  - Alt-text for images
  - Captioned video content (where applicable)
  - Clear, readable fonts and accessible color contrast

#### 5. Timelines

Task	Deadline
Strategy briefing	March/April 2026 (Exact date to be confirmed)
Campaign launch	Upon approval of strategy
Active campaign period	March – June 2026
Live digital coverage	1 <sup>st</sup> – 4 <sup>th</sup> June 2026
Delivery of final campaign report	Within 14 business days after the event

#### 6. Qualification Requirements

Interested vendors must demonstrate:



- Proven experience managing digital campaigns for conferences, large-scale events, or similar initiatives.
- Strong portfolio of measurable campaign results.
- Capacity to manage paid advertising budgets and optimize performance.
- Expertise in analytics, reporting, and conversion tracking.
- Strong understanding of inclusive communication and accessible content creation.
- Availability to provide real-time support during conference dates.
- At least five references or samples of similar past work (preferably in development, social impact, or corporate events).

Tenderer Eligibility: Tenderers must submit evidence to show their eligibility by submitting the following documents:

- Company Profile
- Minimum of 5 clients' reference of similar project and scope
- Certificate of Registration/Incorporation
- KRA PIN Certificate
- Current Business Permit
- Approval or license from relevant authority to offer the said services
- Financial proposal with itemized costs (in KES), inclusive of taxes

## **7. Submission Process**

Send submissions to: [vendors@inable.org](mailto:vendors@inable.org)

Email Subject: *RFQ – Digital Marketing Services for Inclusive Africa Conference 2026*

Submission Deadline: 13<sup>th</sup> March 2026, by 5.00 PM EAT

*inABLE is an Equal Opportunity Employer. Persons With Disabilities are strongly encouraged to apply.*

## **8. Rights and Ownership**

All campaign materials, creatives, analytics data, reports, and related outputs produced under this assignment are the exclusive property of inABLE and the Inclusive Africa Conference. The vendor shall not reproduce, share, or distribute any campaign materials without prior written consent.