

STATEMENT OF WORK (SOW)

Title: Digital Influencer and Content Creator Summit

Activity: Two-day Digital Influencer and Creator Summit, with a half-day virtual pre-summit workshop

Client: Public Diplomacy Section, U.S. Consulate General Lagos

Location: Lagos, Nigeria with a livestream/hybrid link for out-of-town participation

Contract Period: September 2026– December 2026

1. Background

Nigeria is Africa's largest creator economy and home to one of the continent's youngest and most digitally engaged populations. Recent visits by leading U.S. digital creators attracted unprecedented crowds in Lagos, underscoring the strong organic demand for engagement with American creators and digital culture.

Digital influencers and independent content creators have become trusted voices, shaping public discourse, culture, consumer behavior, and civic engagement for millions of Nigerians, particularly those under the age of 35. Similarly, U.S. platforms—including Meta, YouTube, and X—have become essential gateways for Nigerian creators to reach global audiences, grow their communities, monetize their content, secure brand partnerships, and create economic opportunities across the creative value chain.

Building on the momentum of the Freedom 250 celebrations and previous creator-focused engagements, the U.S. Consulate General Lagos will convene a two-day Digital Influencer and Creator Summit for approximately 100–120 leading Nigerian creators. The Summit will deepen the Mission's relationships with influential digital voices while equipping participants with practical skills in platform monetization, audience growth, ethical content creation and responsible digital engagement.

The Summit will also foster collaboration with an American influencer, Nigerian creators, industry leaders, and U.S. platforms creating a sustainable network of trusted digital influencers who can authentically showcase innovation, entrepreneurship, creativity, and the enduring partnership between the United States and Nigeria.

2. Objectives

The Digital Influencer and Creator Summit will:

1. Convene a curated cohort of 100-120 Nigerian digital influencers and content creators, spanning tech, agriculture, infrastructure, lifestyle, food, comedy, music, fashion, civic/advocacy, and

news/commentary verticals, for full two-day of skills-building, networking, and dialogue with U.S. Mission officials, American tech platforms and subject-matter experts.

2. Facilitate collaboration and knowledge exchange with a leading American digital influencer, Nigerian creators, industry leaders, media professionals, and U.S. platform representatives to encourage innovation, mentorship, and cross-sector partnerships that support growth across Nigeria's creative value chain.

3. Strengthen participants' capacity in ethical and sustainable content creation, including audience growth, platform monetization, and platform policy compliance.

4. Establish and cultivate a creator network for future engagement, collaboration, and resilience against foreign malign influence, while authentically amplifying shared values and broad U.S.-Nigeria partnership.

5. Showcase U.S. leadership in technology while highlighting American platforms, innovation, and economic partnerships that empower creators and entrepreneurs.

6. Generate a body of authentic, co-created digital content, including reels, shorts, livestream footage, creator interviews, and behind-the-scenes material, documenting the Summit for use on Mission digital channels.

3. Scope of Work

The selected contractor will provide all personnel, equipment, venue coordination, logistics, talent management, content production, and creative development required to plan and deliver the Summit, organized around the following work streams.

3.1 Pre-Summit Planning and Recruitment of Participants

- Develop a longlist and, in coordination with the Public Diplomacy Section, a final shortlist of 100-120 invited influencers/creators reflecting diversity of platform (Instagram, YouTube, X, Facebook, LinkedIn, Threads, podcast/audio), content vertical, region, and audience size (a mix of mega-, macro-, and micro-influencers).
- Conduct due diligence on prospective invitees, including a basic content and sentiment review, to confirm alignment with Mission values and the absence of reputational red flags.
- Manage invitations, RSVPs, and pre-event briefings for confirmed participants.
- Coordinate with the Public Diplomacy Section on the selection and briefing of U.S. Mission speakers, and identify and secure any external speakers, moderators, or trainers, such as U.S. platform policy specialists, digital rights and brand partnership experts.
- Develop and distribute pre-event materials, including the Summit agenda, participant handbook, speaker biographies, logistics information etc.
- Organize and facilitate a half-day virtual pre-summit workshop for approximately 40–50 emerging and micro-influencers to introduce the Summit's objectives, strengthen participants' content creation skills, build early engagement, and prepare attendees for the in-person event.

3.2 Recruitment of American Digital Influencer/Creator

- Coordinate with the Consulate General POC to identify and recruit an American digital influencer/creator for the two-day summit. This coordination will include:
 - Identifying and proposing qualified candidates based on niche, audience size, and engagement relevant to Summit tracks
 - Coordinate travel logistics (flights, accommodation)
 - Arrange honoraria and per diem as approved
- Participate fully in all meetings to brief American influencer on summit objectives, schedule, and expectations.
- Coordinate American influencer participation in masterclasses, breakout sessions, panel discussions and plenary.
- Ensure American influencer is prepared to participate in and help promote the summit including filming sessions and all other content productions tied to the summit.

3.3 Program Design and Facilitation

- Design a full two-day agenda combining plenary sessions, breakout masterclasses, and structured networking, organized around the following tracks:

Track 1: Content Creation & Creative Excellence: Explore best practices in visual storytelling, scriptwriting, editing, and production across short- and long-form content, podcasting, photography, videography, and emerging formats.

Track 2: Audience Growth, Branding & Monetization: Build a sustainable creator business through audience development, personal branding, platform optimization, and diverse revenue streams—including advertising, brand partnerships, affiliate marketing, merchandising, and subscriptions.

Track 3: AI & Emerging Technologies: Harness AI and other emerging tools to power content ideation, production, analytics, and accessibility—while optimizing workflows and navigating the ethics of responsible AI use.

Track 4: Media Literacy, Information Integrity & Digital Safety: Strengthen skills in countering malign influence operations, digital verification, cybersecurity, online safety, and ethical content creation.

Track 5: The Business of the Creator Economy: Master the fundamentals of intellectual property protection, creator contracts, taxation, and financial management while exploring legal considerations, startup opportunities, venture funding, and strategies for scaling a creative enterprise.

Track 6: Civic Engagement, Social Impact & Community Building: Leverage digital platforms to drive civic participation, social entrepreneurship, and community development through authentic storytelling.

- Propose and coordinate a half-day pre-summit virtual workshop for a smaller cohort focused on hands-on content production skills.
- Provide professional emceeing and moderation, and manage session run-of-show, timing, and speaker transitions.
- Design and facilitate an interactive on-site content challenge culminating in live publishing of Summit-themed content by participating creators.

3.4 Venue, Logistics, and Production

- Identify, secure, and manage a venue in Lagos suitable for 100 to 120 attendees, with breakout space, reliable power and internet, and a dedicated content-creation zone with backdrops, lighting, and charging stations.
- Arrange a livestream/hybrid link for remote participants, including technical support for remote Q&A.
- Provide photography, videography, audio-visual production, staging, and signage during events.
- The contractor shall provide comprehensive conference management and participant support services for the duration of the event. This includes end-to-end coordination of all participant services, venue operations, on-site registration, transportation logistics or stipends (where applicable), security coordination, and the provision and management of all scheduled conference hospitality services.
- The contractor shall ensure that all participant support services are delivered seamlessly, professionally, and in a manner that minimizes disruption to the conference program and maintains the event schedule.
- Organize a welcome reception for all participants on Day 1 and provide and ensure transportations logistics to and from venue.
- Arrange and manage hotel accommodation for all out-of-state participants.

3.4.1 Branding

- Ensure all event branding, signage, digital assets, presentations, promotional materials, and participant communications comply with the U.S. Mission and Freedom 250 branding guidelines, which will be provided by the U.S. Consulate General Lagos.
- Submit all public-facing materials—including event branding, invitations, agendas, social media content, graphics, videos, press materials, and other communications—to the Public Diplomacy Section for review and written approval prior to production, publication, or distribution.

3.5 Content Production and Amplification

- Produce a professional 60-90 second highlight reel for each program day, plus a 5-minute program recap video within 3 business days of the Summit respectively.
- Capture and deliver a minimum of 15 short-form vertical videos suitable for Instagram Reels and YouTube Shorts.
- Support and document participant-generated content created during the summit.
- Deliver a full photo archive of at least 150 edited, high-resolution images, with usage rights assigned to the U.S. Consulate General Lagos.

- Draft social media copy and a suggested posting calendar for Mission platforms covering the two weeks following the event.

3.5.1 Participant Consent and Content Rights

- Obtain written photo, video, and media release forms from all participating creators, speakers, and other individuals featured in Summit content prior to the event.
- Secure participant consent authorizing the U.S. Consulate General Lagos and the U.S. Department of State to use, reproduce, publish, distribute, and repost Summit-related photographs, videos, audio recordings, and other content across U.S. Government websites, social media platforms, publications, and other public diplomacy products.
- Maintain complete records of all signed consent and release forms and submit copies to the Public Diplomacy Section as part of the final project deliverables.
- Ensure all participant information and consent records are collected, stored, and transmitted securely in accordance with applicable privacy and data protection requirements.

3.6 Monitoring, Reporting, and Network Building

- Track attendance, engagement, and post-event content performance, including reach, views, and engagement rate, for 30 days after the Summit.
- Design, administer, and analyze pre- and post-event surveys, session evaluations, and participant feedback to measure satisfaction, learning outcomes, changes in knowledge and attitudes.
- Compile a final report including the attendee list, sentiment summary, content performance metrics, lessons learned, and recommendations for a recurring or annual Summit.
- Deliver a structured contact database of participating creators, including platform handles, audience size, vertical, contact information for the Mission's ongoing creator engagement network.

4. Deliverables and Timeline

All timelines are expressed relative to the Summit date ("T"). The Public Diplomacy Section (PDS) will confirm the official event date upon contract award. Deliverables shall be submitted electronically unless otherwise specified. All deliverables are subject to review and written acceptance by the PDS POC before payment is authorized. The Contractor shall promptly revise any deliverable requiring corrections at no additional cost to the Government.

Deliverable	Due	Format/Notes
Project inception meeting and workplan	T-12 weeks	Approved implementation plan, communications protocol and project schedule
Longlist of influencers and American creator candidates	T-10 weeks	Includes due diligence summary and recommendations

Deliverable	Due	Format/Notes
Venue options and production concept	T-8 weeks	Minimum three venue options with comparative budget
Participant shortlist	T-8 weeks	Spreadsheet including creator profiles, audience size and platform
Confirmed American influencer	T-7 weeks	Written acceptance and travel plan
Draft agenda and session design	T-6 weeks	Includes speakers, moderators, breakout sessions and workshop outline
Virtual pre-summit workshop	Organized in September. Date TBD	Successfully delivered with attendance report
Final agenda and participant list	T-3 weeks	PDS approved
Branding package	T-3 weeks	Stage design, backdrop, social graphics, signage
Livestream rehearsal	T-1 week	Technical readiness confirmed
Summit execution	Event Day 1 & 2	Successful implementation
Produce a professional 90 second after-movie for each program day	Ready after 24 hours	Photos, highlights and social copy
Produce a professional 5-minute highlights video	T+3 business days	MP4, vertical, caption, USG rights
Capture and deliver a minimum of 15 short-form vertical videos suitable for Instagram Reels and YouTube Shorts.	T+15 business days	MP4, vertical, caption, USG rights
Minimum 150 edited images for the photo archive of the summit	T+5 business days	High-res JPEG, USG rights
Creator database	T+10 business days	Excel database with consent status
Social media toolkit	T+10 business days	Copy, graphics recommendations and posting schedule
Final performance report	T+30 days	Analytics, lessons learned, recommendations

5. Period of Performance

The period of performance is 16 weeks, beginning at contract award and concluding thirty (30) calendar days after the Summit, to allow for post-event reporting and content amplification support.

6. Personnel

The contractor shall provide, at minimum, the following personnel for the duration of the engagement:

- Project/Event Manager — overall responsibility for planning, budget, vendor coordination, and delivery.
- Influencer Relations/Outreach Lead — manages creator outreach, due diligence, briefings, and on-site participation.
- Content Producer/Videographer(s) and Photographer(s) — responsible for all event-day and post-event content capture and editing.
- Logistics and Production Coordinator — responsible for venue, AV, catering, and on-site operations.
- Emcee/Moderator (s) — professional facilitation of plenary and breakout sessions.

7. Government Furnished Support

The Public Diplomacy Section will provide: final approval of participants shortlist, agenda, and branding; Mission speakers and remarks; guidance on Freedom 250 and USG branding standards; and a designated primary point of contact for all approvals.

8. Reporting Requirements

- Weekly status updates (written or verbal) to the Public Diplomacy Section POC during the planning phase.
- An after-action report within 30 calendar days of the Summit, per Section 3.5 and Section 4.
- Prompt written notice to the POC of any material risk to schedule, budget, or participant safety.

9. Evaluation Criteria

Proposals will be evaluated on: (a) demonstrated experience curating and managing influencer/creator talent in Nigeria; (b) quality and relevance of the proposed program design; (c) production capability and portfolio of prior event content; (d) cost realism; and (e) proposed timeline.

10. Payment Terms

Payment terms are Net 30 from the Public Affairs Section's acceptance of each deliverable, in accordance with the resulting purchase order or contract. Final payment is contingent on delivery and acceptance of the after-action report and complete content package.

11. Submission Instructions

Interested and qualified contractors should submit a technical proposal (including proposed approach, key personnel CVs, and a sample of prior influencer/event work) and a cost proposal referencing this Statement of Work to the Public Diplomacy Section point of contact by the date specified in the accompanying solicitation. Questions should be submitted in writing by the deadline stated in the solicitation.

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