Supporting the development and delivery of YBI’s 2024 Global Summit agenda
Consultant terms of reference
August 2023
Youth Business International (YBI) leads a global network of enterprise support organisations and together we focus on sustainable and inclusive youth entrepreneurship, equipping underserved young people with the ability to start, scale and sustain businesses.

Entrepreneurship is transformative

Entrepreneurship is transformative to unlock income generation. Through entrepreneurship, young people can achieve economic security and independence. When youth-led businesses thrive, they create new jobs, shape local communities, and drive economic growth.

A global network

Established in 2000, our leadership of the only global youth entrepreneurship network gives us a unique perspective on youth entrepreneurship worldwide, and the ability to bring together our members to connect, collaborate and exchange ideas, knowledge and insights.

All our members are enterprise support organisations (non-profits) who provide direct support to young entrepreneurs locally. Together with our members YBI develops and co-creates programmes, and resources to improve our members’ support for young entrepreneurs.

Since 2014 our network has supported over 263,000 young people to start or grow a business by delivering a range of practical entrepreneurship support services, from guiding them to register a new business and improving their bookkeeping skills to helping them write a business plan or transform a fledgling business through access to finance.
Background

As part of our efforts in supporting members to connect, collaborate and exchange ideas, knowledge and insights, YBI hosts a bi-annual Global Summit that brings together representatives from members, partners, experts and other stakeholders.

The Global Summit directly contributes to YBI’s strategy, especially to the strategic goal of being the leading voice for youth entrepreneurship. Our 2023-2025 strategy document can be found [here](#).

In the last edition of the event that took place in October 2022 in The Hague, Netherlands, YBI brought together over 170 delegates from 41 countries across the network for 3 days of workshops, panel discussions and collaboration.

Members always value the opportunity of meeting in person and spending time with other practitioners, and often provide feedback about how welcoming and generous the people who join them are, giving a family feel to the whole experience. This can be seen in these videos from the Global Summit 2022 and the Global Summit 2019.

The next Global Summit will take place in October 2024 (date TBC) in Nairobi, Kenya. YBI already has a good indication of potential overarching theme and topics for sessions, but the agenda will be created in partnership with members and staff in the coming months.

YBI is now looking for a consultant/consultancy team to support the development and delivery of the agenda for the event.

Role Overview

The overall aim of this consultancy is to support YBI in developing and delivering the agenda of the 2024 Global Summit. This will involve supporting YBI in fleshing out the existing themes and topics already identified, suggesting how the 3-day event could be run, building an interesting and engaging agenda with the right balance of sessions (including various formats such as plenary, panel, workshops, and concurrent sessions), with the right people delivering them (mix of YBI staff, local ecosystem, young entrepreneurs, members, partners and other experts).

Role Purpose

The objectives are:

- Share potential agenda outlines with members and YBI team to gather feedback and further input.
- Design a cohesive, innovative, and varied agenda based on feedbacks, balancing a variety of formats (e.g., plenary, panel, workshops, concurrent, etc.)
- Support identification of potential speakers, panelists, etc., mostly drawn from existing YBI contacts, such as members, partners, donors, etc.
- Support session leads (YBI staff and members) to structure sessions and brief all panelists/speakers/facilitators involved
- Explore the possibility of hybrid sessions, allowing global remote access
- Coach panelists, speakers, MCs and other people with active roles in each session in preparation for the event.
Key Activities, Deliverables and Timeline

The Consultant/Consultancy Team will meet regularly with YBI’s Head of Training and events team to complete the following tasks (the timeline below is indicative, to be agreed with the selected Consultant/Consultancy Team):

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Late September / Beginning October</td>
<td>Kick-off meeting with YBI team</td>
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<tr>
<td>October 2023</td>
<td>Design and deliver consultation session(s) with members</td>
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<tr>
<td>October 2023</td>
<td>Design and deliver consultation session with YBI staff</td>
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<tr>
<td>November 2023</td>
<td>Coordinate the design of the draft agenda based on consultations with staff and members. This includes not only ‘content’ sessions, but also opening and closing sessions, networking sessions, etc.</td>
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<tr>
<td>March 2024</td>
<td>Support session leads on the design of each session, making sure that the overall agenda is cohesive, innovative and varied.</td>
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<tr>
<td>March 2024</td>
<td>Support identification of potential speakers, panellists, etc.</td>
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<tr>
<td>April 2024</td>
<td>Suggest other innovative elements to be part of the event (e.g., apps, pre-communications, items for swag bags, etc.)</td>
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<tr>
<td>April 2024</td>
<td>Finalise detailed agenda</td>
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<tr>
<td>April 2024</td>
<td>Collate all necessary information to be showcased on the event’s website (including overall agenda, session description, speakers’ info, etc.)</td>
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<tr>
<td>September 2024</td>
<td>Support session leads to create scripts for each session</td>
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<tr>
<td>September 2024</td>
<td>Write a panellist brief for each person involved and host one call with each in preparation</td>
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<tr>
<td>September 2024</td>
<td>Coach panellists, speakers and other people with active roles in each session in preparation for the event</td>
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<tr>
<td>September 2024</td>
<td>Light touch support to MCs (two people per day) to prepare for the event (rough notes of what needs to be covered, as this role is about presence and the brief is generally simple allowing them the scope to be themselves.</td>
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<tr>
<td>October 2024</td>
<td>Join the event to support agenda related activities (1 person)</td>
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<tr>
<td>November 2024</td>
<td>Create learning report, highlighting what went well and what could be improved for next editions of the event, and collating all templates developed/used.</td>
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All the work will be done in collaboration with and signed off by YBI’s Head of Training.

Consultant Requirements

The Consultant/Consultancy Team should possess:

- Demonstrable experience in designing agenda for medium-sized events
- Experience of designing engaging, dynamic and accessible in-person sessions with a variety of formats (e.g., panel, workshop, action learning set, etc.)
• Experience in working with and for an international audience
• Experience in user centred design approaches
• Project management skills
• Excellent written and verbal communication skills
• Proficiency in English

Submission of Proposals

Proposals must be submitted in English to YBI’s Head of Training, Carol Appel (carol.appel@youthbusiness.org) by 9 am BST on Monday 11 September 2023.

Proposals must include:
• CV (max two pages) for each consultant involved;
• Examples of comparable work;
• Technical proposal (max five pages) including: understanding of the work to be completed; methodology; detailed work plan with timeline;
• Financial proposal separating out fees and any expenses; and
• Professional references

Proposals will be reviewed by YBI’s Network Team, and the process may include a short phone call or interview.

For an informal discussion, please contact Carol Appel: carol.appel@youthbusiness.org

Equal Opportunities

YBI is an equal opportunity employer, and we are committed to ensuring representation of people from all backgrounds regardless of their gender identity or expression, sexual orientation, race, religion, disability, age, ethnic or national origin, or any other aspect which makes them unique. We welcome applicants from all backgrounds to apply and would encourage you to let us know if you require any adjustments, we can make to ensure that our recruitment process enables you to present yourself in a way that makes you comfortable.

GDPR

At YBI, your right to privacy and confidentiality is important to us. By applying for this work, your information will be stored for no longer than one year after the post has been filled; then personal data will be disposed of in the GDPR compliant manner. We store all data securely and will not disclose it to any third parties without your consent. Please see our Data Protection Policy here to find out more