



4TH TANZANIA MONITORING, EVALUATION, AND LEARNING (MEL) CONFERENCE 2025

**Theme: Community-Led M&E: Building Local Capacity and MEL
Ownership for Sustainable Impact**

 10th – 13th September 2025  Malaika Beach Resort, Mwanza – Tanzania

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Organized by

United Republic Of Tanzania
Prime Minister's Office
Policy, Parliament, and Coordination
(PMO-PPC)



#MelWeek2025

  @Ofisi ya Waziri Mkuu

Introduction

The **4th Tanzania Monitoring, Evaluation, and Learning (MEL) Conference** provides a premier platform for professionals, policymakers, researchers, and practitioners to engage in high-level discussions, knowledge exchange, and capacity building in the field of Monitoring, Evaluation, and Learning. The conference, hosted by the Prime Minister's Office - Policy, Parliament, and Coordination (PMO-PPC) in collaboration with national and international stakeholders, will convene thought leaders from across the public and private sectors, academia, civil society, and development partners to explore innovative strategies, best practices, and emerging trends in MEL.

Building on the successes of past MEL Conferences (Dodoma 2022, Arusha 2023, Zanzibar 2024), MEL Conference 2025 will advance the national MEL agenda by fostering evidence-based decision-making, strengthening MEL capacity, and institutionalizing evaluation practices to drive Tanzania's socio-economic transformation and sustainable development.



Background and Rationale

Monitoring, Evaluation, and Learning (MEL) are integral to governance and development. This conference builds on the success of previous MEL Weeks to further strengthen Tanzania's evaluation culture. Over the years, the Tanzanian government has placed greater emphasis on MEL to support evidence-based decision-making, transparency, and accountability across sectors. By ensuring that projects, policies, and programs are assessed effectively, MEL fosters continuous improvements in governance and service delivery.

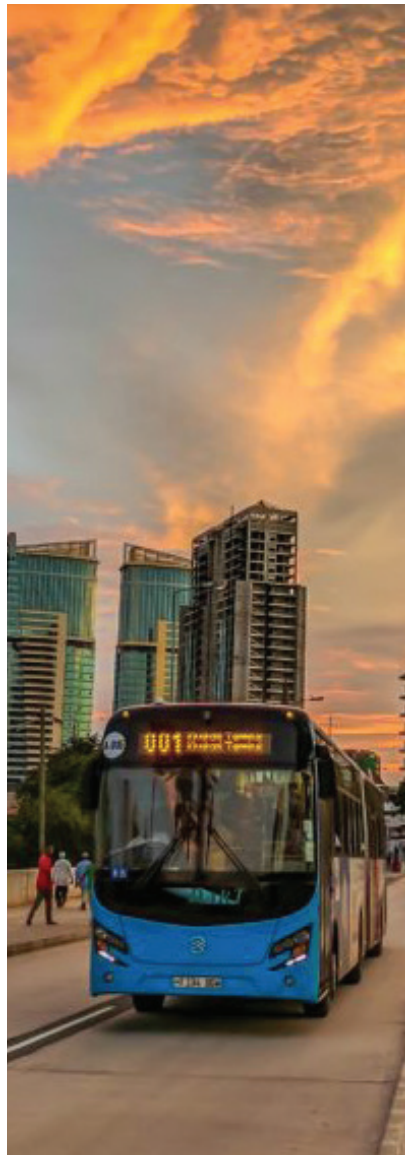
The importance of **institutionalizing MEL** cannot be overstated. By embedding MEL within government, civil society, and private sector operations, Tanzania can improve policy formulation, optimize resource allocation, and ensure better

service delivery for all citizens. MEL systems also provide the essential feedback loops for course correction in ongoing projects and programs, ensuring alignment with national priorities and global frameworks.

Evolution of MEL Week

The **MEL Week** has evolved significantly over the past three years, marking important milestones in the country’s MEL journey. Each year has contributed to strengthening Tanzania’s MEL landscape, moving the country closer to a comprehensive, data-driven, and sustainable development approach:

- **Dodoma 2022:** Introduced national MEL policies and frameworks.
- **Arusha 2023:** Focused on regional MEL integration, sectoral MEL approaches, and public-private MEL partnerships.
- **Zanzibar 2024:** Featured technology-driven MEL, with a focus on AI, big data, digital dashboards, and automated reporting.



Conference Theme

“Community-Led M&E: Building Local Capacity and MEL Ownership for Sustainable Impact”

The emphasizes the importance of integrating robust MEL systems into governance frameworks to enhance transparency, accountability, and overall development impact. With a focus on data-driven decision-making, the conference will explore how institutionalizing MEL can significantly improve service delivery and policy outcomes, fostering sustainable development for Tanzania and beyond.

Conference Objectives

For conference objectives only include the highlights. The 4th Tanzania MEL Conference aims to achieve the following key objectives:

- **Promote evidence-based policy-making and governance:** Encouraging the use of data and insights from MEL to guide decision-making processes.
- **Strengthen institutional MEL frameworks:** Enhancing the capacity of government agencies, civil society, and private institutions to implement effective MEL systems.
- **Enhance the use of AI, big data, and digital MEL tools:** Showcasing technology-driven solutions that streamline MEL processes and improve accuracy.
- **Expand public-private partnerships (PPP):** Developing partnerships to finance and institutionalize MEL across various sectors.
- **Encourage inclusive MEL practices:** Ensuring MEL frameworks address all segments of society, focusing on equity and inclusivity.
- **Create a platform for knowledge-sharing and professional development:** Facilitating dialogue between stakeholders for mutual learning and capacity-building in MEL.



1000+
Attendees



150+
Organizations



50+
Government officials

Pre-Conference Engagement

The 4th Tanzania MEL Conference will conduct zonal engagements across Tanzania to motivate stakeholders—Regional Secretariats (RSs), Local Government Authorities (LGAs), and Ministries, Departments, and Agencies (MDAs)—to participate and contribute case studies.

The engagements will align regional MEL efforts with PMO-PPC guidelines and national M&E frameworks, encouraging stakeholders to prepare presentations based on the unique challenges and characteristics of their regions. Each zone will be engaged based on its economic activities, social dynamics, and governance structures, collecting relevant case studies, best practices, and challenges. This pre-conference activity will ensure broad regional representation at the MEL Week conference, enriching the national MEL dialogue.

Why Sponsor the 4th Tanzania MEL Conference 2025?

Sponsoring the 4th Tanzania MEL Conference offers unique benefits to elevate your organization's profile and contribute to a critical national agenda:

- **Unmatched Brand Visibility:** Gain prominent exposure to 1,500+ attendees, including government leaders, development partners, and industry experts, with logo placement on banners, screens, websites, and event materials. Media coverage will amplify your brand further.
- **VIP Networking Access:** Connect directly with senior government officials, policy influencers, and international experts at exclusive events like the opening ceremony, VIP luncheons, and evening galas. Build relationships and explore high-level partnerships.
- **Thought Leadership Opportunities:** Position your organization as a leader in MEL by securing speaking slots, panel participation, or presenting case studies during key sessions, showcasing your expertise to a passionate audience.
- **Exhibition & Product Showcasing:** Display your products, services, or research in the conference exhibition area, providing direct engagement with potential clients, partners, and stakeholders.
- **Corporate Social Responsibility Impact:** Support Tanzania's development by helping build national capacity for evidence-based decision-making, aligning your brand with transparency, accountability, and sustainable development.
- **Brand Association with a Flagship Event:** Align your brand with a prestigious event endorsed by the Tanzanian government and leading partners, boosting your credibility and goodwill.

Sponsorship Packages

There are a range of sponsorship packages to suit your organization's objectives and each tier comes with tailored benefits to maximize your engagement.

Platinum Sponsor TZS 60,000,000 (\$25,000)

- Prominent logo placement (stage backdrops, banners, communications).
- Keynote address or headline speaking slot.
- Premium exhibition booth in prime location.
- VIP access (lounges, exclusive events, front-row seating).
- 10 complimentary conference passes.
- Branding on lanyards, delegate badges, and full-page ad in the program.
- Special acknowledgment during opening and closing sessions.

Gold Sponsor TZS 40,000,000 (\$16,500)

- Recognition as "Gold Sponsor" with prominent logo placement.
- Panel discussion or breakout session speaking opportunity.
- Large exhibition booth in an excellent location.
- VIP networking (5 invites, priority seating).
- 5 complimentary conference passes.
- Half-page ad in the program, logo on select conference merchandise.
- Verbal recognition during the opening ceremony and in press releases.

Silver Sponsor TZS 25,000,000 (\$10,500)

- Recognition as "Silver Sponsor" with logo placement.
- Standard exhibition booth.
- 3 complimentary conference passes.
- Opportunity for a lightning talk or session introduction.
- Quarter-page ad or company profile in the program.
- Acknowledgment during the event.

Bronze Sponsor TZS 15,000,000 (\$6,500)

- Recognition as "Bronze Sponsor" with logo on the website and program.
- Small exhibition space (high-top table or booth).
- 2 complimentary conference passes.
- Listing in the program and option to provide brochures.
- Public thanks during the closing remarks.

Regional Sponsor TZS 8,000,000 (\$3,200)

- Branding for MEL Activities within a specific region
- Targeted MEL Training: Support for region-specific MEL training to strengthen local stakeholder capacity.
- Exclusive Regional Focus: Engage with regional stakeholders (RSs, LGAs, MDAs) to foster participation and knowledge-sharing.

Young Evaluators Sponsor TZS 4,000,000 (\$1,600)

- Sponsor students and young professionals to attend the conference.
- Prominent logo display during youth-focused sessions.



Contact us

For more details on sponsorship opportunities or to discuss a custom package



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