



APPOINTMENT OF THE SUPPLIER TO PROVIDE IN-HOUSE MEDIA TRAINING FOR CEF EXECUTIVES

1. SCOPE OF WORK

This serves as a request for quotes for a supplier to conduct media training for **15 CEF Group executives** and **in-house** sector specialists.

2. Detailed Specification

In light of the increasing demand/requests for media briefings/interviews being placed on corporates, CEF would like to source a provider to offer Media Training to the EXCO team in anticipation of future requests. This Training programme should be two-pronged in approach. The first part of the training should focus on media soft skills, and Part 2 should be more on how to deal or manage public crisis or issue on camera.

The service provider should be a practising journalist with + 10 years' experience or a retired journalist with +10 in broadcasting (Radio or Television)

2.1 Part 1: Key Focus Areas

2.1.1 Understand how the media works.

- Insight into how the mainstream media works and the role of new media.
- What makes news.
- An in-depth discussion on media expectations.
- How to attract media attention to generate a positive narrative for the company.

2.1.2 Techniques and Tactics for effective media relations

- Techniques and tactics necessary to create uncluttered messaging.
- Understanding audiences
- How to determine messaging



- Communicating in simple terms
- Breathing and relaxation techniques during interviews

2.2 Part 2: On-Camera Interview

2.2.1 Simulation of a crisis on Camera

Prepare a case study wherein a company is faced with a crisis situation. How spoke-people should be prepared or trained on how to use television platforms or any broadcast channel to communicate a clear response or how the company aims to address a crisis.

3. Timeframe & Venue

The training should take place over the **course of two (2) days** at the **CEF House, Sandton.**

4. Key Competencies

The service provider should:

- Be able to demonstrate competence in media training, issue and reputation and crises management.
- Outline the training plan/what the training will cover.

5. Mandatory Requirements

At this phase service providers must submit the required supporting documents to substantiate compliance to the requirements below. It must be noted that if the service provider does not meet any of the requirements, the service provider will be disqualified and not be evaluated further.

NO	Mandatory	Criteria
1.1	Qualifications	The service provider must have obtained a minimum of three's years qualification in any of the following fields: Journalism/Public Relations/Communication
1.2	Experience of a Lead Trainer/Project lead	The service provider must have a minimum of 10 years in broadcasting (Radio or Television). This should be depicted on the team leader's CV.