

REQUEST FOR PROPOSALS

APPOINTMENT OF A SERVICE PROVIDER FOR GLOBAL PR PRACTICES WORKSHOP FOR TOURISM KWAZULU-NATAL OFFICIALS



TERMS OF REFERENCE

1. BACKGROUND

Tourism KZN is responsible for the development, promotion and marketing of tourism for the province. The organisation is accountable to the Provincial Department of Economic Development, Tourism and Environmental Affairs and was established in terms of the KwaZulu-Natal Tourism Act, 1996, as amended by Act No. 2 of 2002.

The international free flow of information, globalisation, and the speed at which news is being disseminated via social media have made the fields of PR and Marketing imperative for any business.

From world-leading nations to small islands, global corporations to local businesses, all are finding themselves exposed and vulnerable to the speed of communication and the power of unchecked narratives channelled through the web.

Today more than ever, they are vulnerable to crisis, as they are constantly put under the microscope. It is within this new media world order that the need for constant “engagement” and “relationship building” has become the bread and butter of PR professionals.

To this end, the organisation seeks a suitably qualified service provider to undertake the training process for 5 X PR Officials and 2 X PR Interns at TKZN (classroom based).

2. SCOPE OF WORK

Proposals must detail the following cost breakdown:

- > Modules to be covered in the training.
- > Learning material needed.
- > Manage the training i.e., co-ordination of delegates.
- > Providing attendance registers and certificates for the training
- > Venue and catering costs for the training days

3. LEARNING OUTCOMES:

This course will touch on the latest trends and techniques used today in the public relations industry while highlighting the shifts in the practice.

The applications of influence in communications and public relations will be explained along with focus group centred exercises and case studies based on the facilitator's experiences and knowledge.

Digital strategies and current best practice in social media must also be discussed and studied in this workshop.

Learning outcomes should include but not limited to:

- ✓ Understand and utilise social media practices and align those to PR & Comms best practices.
- ✓ Enhance and sharpen your skills in crafting and implementing successful PR & communications strategic plans.
- ✓ Prepare, assess, craft, and manage winning crisis communications and relevant Public Relations (PR) campaigns.
- ✓ Learn the power of non-verbal communications and active listening.
- ✓ Apply persuasion and influence through PR techniques.
- ✓ Understand, analyse, and devise the essential concepts of PR & Communications in order to successfully train future practitioners.
- ✓ Understanding of global communication techniques globally, regionally, and nationally
- ✓ Learn global practices on publicity and destination promotion (use case studies based on cities & countries).

4. SUBMISSION REQUIREMENTS:

- Must provide certificates at the end of training.
- A detailed outline of the modules that will be offered.
- Accreditation and proof of qualifications to offer the training.

5. Enquiries

All enquiries must be raised within three days of the briefing communication. No queries will be entertained after that period, except for those related to the completion of the proposal documents.

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