

TERMS OF REFERENCE



Content Development for “Achieving Trade Show Success” Training Materials

1. BACKGROUND INFORMATION

1.1 Beneficiary Countries

CARIFORUM Member States: Antigua and Barbuda, The Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts and Nevis, Saint Lucia, St. Vincent and the Grenadines, Suriname and Trinidad and Tobago.

1.2 Contracting Authority

The contracting authority for this assignment is Caribbean Export Development Agency (*hereinafter* Caribbean Export).

1.3 Relevant background

Caribbean Export, in implementing the Regional Private Sector Development Programme (RPSDP) under the 11th European Development Fund (EDF) continues to assist CARIFORUM Small and Medium Size Enterprises (SMES) in increasing their export competitiveness, through the provision of trade and business intelligence as well as research and advisory services. Under the RPSDP, Caribbean Export has made it a priority to increase market penetration by CARIFORUM firms in new markets, as well as to assist in the fostering and development of strategic in-market partnerships given that regional exporters have consistently expressed the need to strengthen their market penetration and distribution strategies.

Caribbean Export has developed a comprehensive trade-show guide entitled “Achieving Success at a Trade Show” aimed at improving the success rates of the CARIFORUM private sector firms engaging in this type of activity. Trade shows perform a multiplicity of functions, and remain of critical importance to CARIFORUM SMEs who rely heavily on such ventures to keep up to date with market trends and developments in technology, as well as to propel their products into global markets.

Trade shows, expos, and fairs remain a hugely effective medium for information sharing, and perform a critical role as a simple and effective method of placing product/service inventors and investors in the same place, providing an opportunity for product developers, in this case CARIFORUM SMEs, to showcase the viability and creative uniqueness of their product(s). With the right strategic approach, product developers may attract the interest of investors, translating into investment in the product/service, resulting ultimately in financially rewarding export deals and the furthered development of the CARIFORUM SME. The spill-over effect would be great, leading to enhanced national and regional economic development.

While CARIFORUM SMEs have been exposed to several of these trade shows such as the Havana International Trade Fair, ANUGA Food Fair, etc. the agency has observed that many of the CARIFORUM SMEs are still not sufficiently prepared for these trade shows and as such this venture is geared towards providing cost-effective, easily accessible and user-friendly assistance with Trade Show preparation available to the firms for use at their convenience.

Caribbean Export requests interested experienced, highly reputed design agency/individual or production company to review the trade show guide “Achieving Success at a Trade Show” and submit a proposal, as to how best to develop a set of engaging materials or tools to be used as part of a user-friendly online training library. The content can be re-purposed for video’s, animation, motion graphics or web based tools that can be housed on the Caribbean Export website www.carib-export.com.

2. OBJECTIVE, PURPOSE AND EXPECTED RESULTS

2.1 Overall objective

The objective of this initiative is to provide CARIFORUM firms with a comprehensive, user-friendly, and easily accessible, online preparatory materials, which assist firms with all aspects of trade-show preparation. These materials will play an instrumental role in further enabling these firms to effectively showcase and market their goods and services to maximize their respective potential’s.

2.1.1 Specific Objective

The development of a set of engaging training tools and material (videos, interactive slide shows, etc) to be hosted online at the carib-export.com for use by CARIFORUM firms.

3. ASSUMPTIONS AND RISKS

3.1 Assumptions

- Trade-shows serve as the primary means of accessing opportunities to enter export markets for CARIFORUM SMEs.
- CARIFORUM firms are not presently fully equipped with the requisite skills, to adequately prepare for trade-shows and other such marketing opportunities.

3.2 Risks

- CARIFORUM firms continue to encounter difficulty in accessing new markets due to other capacity constraints

4. SCOPE OF WORK

4.1 Specific Activities

The contracted firm/individual will be expected to:

- Review the training content developed by Caribbean Export which is attached to this TOR.
- Determine the best and most engaging methods of delivering that content to firms via Caribbean Export's website.
- Develop a set of engaging interactive online tools that can be utilized by interested persons.
- Work with Caribbean Export's web developers to transfer the approved content to our website. The Agency website is built on the WordPress platform. Any web based tool must be compatible with WordPress and optimized for mobile devices.

NB: Whilst distribution and marketing of the content is not part of this consultancy, consideration should be given as to how the developed tools and content would be distributed to maximize visibility and engagement. For example, a single 20-minute video may not be the best solution, but rather a series of shorter 1-minute videos that can be shared via social media.

4.2. Project Management

4.2.1. Responsible body

The Caribbean Export Development Agency will be responsible for selecting the consultant and ensuring the required outputs are achieved.

4.2.2. Management Structure

The Manager, Competitiveness and Export Promotion will retain overall responsibility for the project and will report the performance of the project to the Executive Director. Day-to-day supervision of the activities of the project is the responsibility of the Advisor – Trade and Business Intelligence, who will communicate progress to the Manager, Competitiveness and Export Promotion.

5. LOGISTICS AND TIMING

5.1. Commencement date and period of implementation of tasks

The duration of this term of service shall be from 3rd July 2018 to 4th September 2018 (both dates inclusive).

6. REQUIREMENTS

6.1. Personnel

Qualifications and Experience Required

. The Consultant must have the following qualifications:

- Be a firm/individual with a proven track record of developing high quality online content including graphics and videos.

6.1.1 Required Documentation

Interested firms/individuals are required to submit a proposal for consideration by **4:30pm Barbados Time, on Monday July 23rd, 2018**. This proposal should include sample concepts along with a financial proposal (including proof of citizenship in an ACP or European Union country in the case of an individual, or company registration in the case of a firm) that outlines a detailed budget for use of funds, and should be submitted via email to Damie Sinanan, Senior Advisor- Competitiveness and Export Promotion at dsinanan@carib-export.com .

NB: To be considered for this Consultancy, applicants must respond no later than 4:30 p.m. Barbados Time on Monday July 23rd, 2018. No late submissions will be accepted.

7. BUDGET

The total budget for this activity is €10,000.00.

9. MONITORING & EVALUATION

9.1. Definition of indicators

The Consultancy will be monitored by the Manager, Competitiveness and Export Promotion over the duration of the project. Performance on the project will be measured by satisfactory completion and timely submission of the deliverables outlined in Section 4.1 and as outlined within the work plan. Feedback, other than acceptance, on each submitted deliverable is not a requirement for the continuation of the project. The Contracting Authority will provide feedback to the consultant within five (5) working days of receipt of the final report.

9.2. Special requirements

None.