TECHNICAL SPECIFICATIONS

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| **Title:** | **LOT 4: Media training** |
| **Reference:** | **World Water Week 2019 - 2020: media services** |

# General information

This document contains the required technical specifications for Lot 4 (not to be modified by the Tenderer). This document contains checkboxes and text fields to be filled in by the Tenderer.

The Tenderer **must** submit this document as part of its Tender for Lot 4.

Square brackets “[…]” and checkboxes “” indicate fields to be filled in by the Tenderer.

**I. Assignment description**

A selection of SIWI’s staff need to prepare for participation in global forums, particularly SIWI’s flagship event World Water Week. SIWI seeks a competent media trainer to guide 1 or more workshop(s) to help 1) anchor the key messages (developed by SIWI) with selected staff; 2) help them to be able to respond to challenging questions from media; and 3) improve their confidence on-camera\*.

*Please note: Travelling to/from Stockholm and accommodation will not be covered.*

*\*If budget allows*

## 4.1 Messaging

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| * Lead one or more workshops at SIWI to help anchor messaging with staff and develop their ability to answer questions in an efficient way. The goal is to have the staff better equipped for media interviews.   *Note:* Draft interview questions, staff profiles and messages will be provided by SIWI.  **Please provide:** Please provide at least two (2) solutions representing different price points, with a short justification for the recommended option. | |
| ARE THE REQUIREMENTS FULFILLED? | Yes  No |
| **DESCRIBE HOW THE REQUIREMENTS ARE FULFILLED:** | |
| [....................................] | |

## 4.2 Camera training

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| * Lead and provide equipment and staff to facilitate and film on-camera practice interviews, using previously developed messages.   Filmed interviews should be provided to participants shortly after the conclusion of the training.  **Please provide:** Please provide cost per hour or half day, as well recommended time required | |
| ARE THE REQUIREMENTS FULFILLED? | Yes  No |
| **DESCRIBE HOW THE REQUIREMENTS ARE FULFILLED:** | |
| [....................................] | |