

Terms of reference
MACAN-IL-00062

Subject: Call for Trainer – Trainer on Marketing Techniques for Exhibitors
Reference: MACAN-IL-00062
Posted Date: 16.10.2023
Deadline: 19.10.2023

ABOUT INJAZ LEBANON

INJAZ Lebanon is a non-profit organization, an affiliate of Junior Achievement (JA) Worldwide, with a mission to equip youth with the skills and mindset they need to become entrepreneurs and business leaders stimulating their communities. It is also a member of INJAZ Al-Arab, a regional network of 14 countries across the MENA region. INJAZ Lebanon delivers programs in partnership with the business sector focusing on entrepreneurship, work readiness, and financial literacy.

Overview

We are currently seeking qualified experts or trainer to facilitate a five-day workshop on Business management in two municipalities in North Lebanon, Al Mina and Kfar Helda. We invite experienced professionals to submit proposals for their services in line with the outlined workshop details below.

Workshop Overview

Duration & Location (Date and time will be determined later)

Municipality	Class	Days	Hours	Total Hours
Al Mina - North	Class 1	5	2	10
Kfar Helda - North	Class 2	5	2	10
Total		10 Days		20 Hours

*Audience: Among the residents of Al-Mina and Kfar helda are professionals, craftsmen, and anyone engaged in a trade, involved in manufacturing various products, and seeking to enhance their business management skills.

Topics that should be covered:

The workshop will consist of five days, each with a specific focus:

- Know your clients (explore the potential visitors of the exhibition; Determine what relevant products to exhibit and how based on the potential visitors; develop a strategy).
- Booth set up (how to make your booth stand out among dozens that sell similar products)
- How to contribute to advertising the event in advance (using social media tools, etc.)
- Event preparation to-do list.
- During the event promotional activities (contests, giveaways, actively engaging visitors, etc.)
- Customer relations management (how to keep engagement for visitors/ potential clients after the event/exhibition).

Deliverables

In addition to facilitating the workshop, the selected trainer will be responsible for consolidating the insights, recommendations, and action plans generated during the workshop into one comprehensive report/document.

The report should include the following:

1. Workshop Overview
2. Participant Profiles
3. Workshop Objectives
4. Content Covered
5. Attendance and Participation
6. Challenges and Successes
7. Recommendations

Workshop Outline

The selected trainer should propose a workshop outline and content that aligns with the objectives of the Marketing Techniques for Exhibitors training and its intended audience. The content should create a well-structured program by addressing key areas relevant to exhibiting best practices. It should incorporate practical exercises, real-world case studies, and interactive discussions to enhance participants' understanding and to support participants in preparing their future events.

Qualifications

The eligibility criteria for trainers to facilitate the workshop on Marketing Techniques for Exhibitors in Al Mina and Kfar Helda might include the following:

- Professional Expertise: Trainers should possess a background in business marketing, entrepreneurship, or a related field, with a proven track record of expertise and experience.
- Experience: Trainers should have at least 3 years' experience of delivering effective and engaging training sessions or workshops, especially in the context of business management.
- Certification: The trainers should hold certifications in business management, education, or a related field.

Evaluation Criteria:

The service provider will be selected based on:

- Relevant Work experience in the field, and portfolio.
- The technical proposal and financial proposal.

Payment Conditions:

1. Payment shall be made by wire transfer or through Payment Order/Telegraphic Transfer/ Over counter payment after submission of an appropriate and acceptable original invoice with all the requested to INJAZ Lebanon
2. INJAZ Lebanon operates through bank Audi and won't handle any transfer or withdrawal charges (To be charged to the supplier)

How to Apply:

To apply, please submit the following documents via email to firas@injaz-lebanon.org and Joseph.a@injaz-lebanon.org no later than **19.10.2023**. Please mention in the subject line **MACAN-IL-00062- Trainer on**

Marketing Techniques for Exhibitors

Quotations that are received by INJAZ Lebanon after the deadline indicated above, for whatever reason, shall not be considered for evaluation. Only shortlisted candidates will be conducted.

Cover Letter:

- Provide a well-structured cover letter.

(CV):

- Include a comprehensive CV that highlights your educational background, work experience, certifications, and relevant achievements.

Portfolio:

- Past projects
- Relevant Experience

Certifications:

- Attach copies of any recognized certifications in Business management or related fields.

Technical Proposal:

Suggest a proposed outline and content that aligns with the objectives of the Marketing Techniques for Exhibitors training.

Financial Proposal:

- The financial proposal should include your **hourly rate, inclusive of all costs**

For registered legal entities:

- Provide all the legal documents (Business License, Registration in the Ministry of Finance, and Interior if Applicable).

Thank you