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Resilient nations.*

## **TERMS OF REFERENCE**

### **Company to design, organize and deliver a Media Coaching for the members of the Parliament of the Republic of Moldova**

#### **A. BACKGROUND INFORMATION**

The UNDP “Strengthening Parliamentary Governance in Moldova” (SPGM) Project works with the Parliament of the Republic of Moldova (PRM) to enhance its law-making, oversight and representation functions with a specific focus on the EU integration and the Sustainable Development Goals (SDGs). The project directly assists standing committees and the Secretariat of the Parliament of the Republic of Moldova in the implementation of their mandate. Project interventions include training, technical assistance, easy-to-read publications, exchanges and opportunities for learning from other parliaments, as well as providing specialized technical equipment. Through this support, the Parliament of the Republic of Moldova is improving its capacity to strengthen the legal framework and to successfully engage in oversight through multi-stakeholder activities involving civil society, professional associations and the public. The activities offer and encourage equal opportunities for male and female participation and gender is mainstreamed throughout the project interventions.

The Communication Strategy for the years 2017-2020 of the Parliament of the Republic of Moldova<sup>1</sup> outlined the strategic directions for communication, by emphasizing among others as priorities strengthening direct communication with citizens through the means of mass-media, developing own communication channels and exploring extensive communication, meaning that the Parliament shall seek new ways of communicating and reaching the citizens. In order to reach these communication priorities, the communication skills of Members of Parliament and its staff shall be further enhanced. Moreover, the interaction with civil society, international organizations and media represents an integral part of the Members of Parliament (MPs) work and requires special skills. In this context, it is important to train MPs by developing their communication capacities, especially the ones relevant to direct interaction with media outlets.

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<sup>1</sup> <http://www.parlament.md/LinkClick.aspx?fileticket=pxNYncFWIRQ%3d&tabid=212&language=ro-RO>

To support these efforts, the United Nations Development Programme (UNDP) Moldova, through its SPGM project, seeks to contract a qualified service provider to design, develop and deliver Media Coaching for the members of the Moldovan Parliament.

## **B. SCOPE OF SERVICES AND EXPECTED OUTPUTS**

The scope of this coaching programme is to strengthen the communication skills of the members of the Parliament of the Republic of Moldova. This training will help MPs to become effective communicators by offering them valuable communication tools and techniques.

To achieve the stated objectives, the Service Provider shall:

1. Develop an Inception Report containing a work plan and a detailed methodology including an overview of the tools to be used for the assignment;
2. Develop the training outline, including learning objectives, agenda and in consultation with SPGM project team set dates for the training sessions;
3. Develop the background materials, training aids and handouts for MPs in consultation with SPGM project team. In developing the listed products, the services provider is expected to analyse the learners' profiles and previous media experiences to ensure that efficient coaching is provided throughout the sessions;
4. Deliver up to 7 coaching sessions with a duration of 2 days each;
5. Develop the evaluation tools to assess the achievement of the learning objectives and the participants' satisfaction;
6. Prepare and submit a post-training report to reflect the outcome of the trainings and present recommendations for subsequent interventions. The report shall cover at least the following:
  - Post-training evaluation addressing participants' satisfaction with the training content and anticipated impact on participants' skills;
  - Participants' insights on the training;
  - Processed information containing gender disaggregated data;
  - Recommendations for further actions aiming to strengthen the capacities of the participants.

All deliverables of the company shall be coordinated with the UNDP SPGM project team and the delegated representative from the Division on assistance and strategic development of the Parliament of the Republic of Moldova.

## **C. METHODOLOGY**

The coaching programme shall combine theory, discussion and practical exercises, including preparing for TV and radio interviews. The coaching programme shall be coordinated with SPGM Project Team and shall be adjusted to Parliament's needs.

The selected service provider shall employ the “learning-by-doing” method by applying the interactive style of training (*including simulations, recording the interviews and providing feedback with detailed analysis*).

The service provider will develop and provide to the participants a set of relevant supporting materials for the training subjects.

The company is expected to provide the necessary facilities and equipment, including but not limited to:

- seminar room for trainees equipped with beamers, audio-video devices, flipcharts, pin-boards, overhead-projectors, etc.;
- video and audio recording and editing units;
- equipped professional TV and radio-studios (*enabled to produce interviews and statements under live conditions*);
- Professional mobile camera, light and sound-units
- Processing and editing studios.

The company is also expected to provide minimum logistical arrangements during training sessions (i.e. folders with training hand-outs, pencils, water, coffee breaks etc.).

#### Beneficiaries of the trainings

The beneficiaries of the trainings will be the members of Parliament of the Republic of Moldova. In order to ensure an interactive and efficient learning process, the participants shall be split in smaller groups, comprising up to 4 persons. The estimative number of participants to Media Coaching is 28 persons. The coaching program shall be coordinated with the UNDP project team and shall be adjusted to the PRM MPs’ needs.

#### Timeframe

The approximate timeframe for the organization of the sessions is envisaged to take place in the timeframe August to November 2019. The exact date and time will be confirmed after additional consultations with the PRM.

#### Proposed training outline

- Becoming proactive by making own news and messages;
- Responding to breaking news developments & updates;
- Constructing persuasive core-message;
- Participating in interviews: radio, TV, print and internet;
- Turning anxiety into a positive force;

- Dressing according to the professional image;
- Turning negative questions into positive answers;
- Maintaining control over interviews;
- Handling different types of interview styles;
- Preparing for an unexpected interview;
- Communicating in a clear and concise manner;
- Tackling the dreaded question;
- Reinforcing the message with non-verbal communications.

#### **D. DELIVERABLES AND INDICATIVE TIMEFRAME**

	<b>Deliverables</b>	<b>Deadline*</b>
<b>1.</b>	Prepare and submit the Inception Report	By 9 of August 2019
<b>2.</b>	Training outline, including learning objectives and agenda developed and submitted to the SPGM project team	By 16 August 2019
<b>3.</b>	Training background materials, training aids and handouts to be used for the approved outline developed and submitted to the SPGM project team	
<b>4.</b>	Evaluation tools to assess the achievement of the learning objectives and participants satisfaction developed and submitted the SPGM project team	
<b>5.</b>	Up to 7 coaching sessions, lasting 2 days each provided	By 29 November 2019
<b>6.</b>	Post-training reports developed and submitted to the SPGM project team and delegated representative of the Division on assistance and strategic development of the Parliament of the Republic of Moldova after each coaching session	Within 2 weeks after each coaching session

*\* The exact date and time will be confirmed after the consultation with the PRM.*

#### **E. INSTITUTIONAL ARRANGEMENTS**

The Service Provider will work under the guidance of the delegated representative of the Division on assistance and strategic development of the Parliament of the Republic of Moldova and the UNDP Project Manager for substantive aspects of the assignment and the Senior Project Officer – for administrative aspects.

All the deliverables shall be reviewed and approved by the SPGM project team and the delegated representative of the Division on assistance and strategic development of the

Parliament of the Republic of Moldova. The above listed deliverables and training materials will be finalized based on the inputs from the SPGM project team and Parliament and will be adjusted to the needs of the main beneficiary, where needed.

***The contracted service provider is responsible for the logistical organization of the coaching sessions and for the associated costs (training facility and equipment rental). The costs and arrangements related to the travel of the participants to and from the training location will be covered by UNDP.***

#### Location

The coaching sessions will be carried out outside of country (but in geographic area of the European Union).

#### Language requirements

All communication and documentation related to the trainings will be in English, Romanian and /or Russian languages. Any translation and interpretation costs should be listed separately in the financial proposal.

The presentations and all other documents submitted will be subject to proofreading and editing to ensure compliance with the language and terminology in the national legislation regulating the subject matter of the training.

### **F. QUALIFICATIONS REQUIREMENTS**

The bidder shall provide sound argumentation of the proposal by demonstrating compliance with the ToR and the context in which it will provide the services. The bidder shall include information on the volume of allocated resources to carry out the assignment. A breakdown per man-days allocated for each deliverable shall be submitted, clearly explaining the role of the team members involved.

Successful bidder shall meet the following minimum qualification requirements for the assignment:

#### **Corporate Minimum Requirements**

- Legally registered entity or consortia of firms;
- At least 5 years of experience in designing, organizing and delivering Communications and Media Coaching for members of Parliament and/or senior Government officials and senior management of development organizations;
- Proven experience (*minimum 3 projects*) in conducting similar works/projects relevant to the scope and size of the current project.

The proposed team should consist of but not be limited to the following members:

- Senior Trainer (ST);
- Junior trainer (JT).

**Minimum Qualifications of the proposed team:**

**Senior Trainer (ST):**

- University degree in Journalism/Communications or other similar fields;
- At least 7 years of experience in providing coaching for TV and radio interviews and/or public appearances;
- Proven previous professional experience (*minimum 3 projects*) in conducting similar trainings;
- Fluency in English. Knowledge of Romanian and/or Russian will be a strong asset.

**Junior Trainer (JT):**

- University degree in Journalism/Communications or other similar fields;
- At least 3 years of experience in providing coaching for TV and radio interviews and/or public appearances;
- Proven previous professional experience (*minimum 2 projects*) in conducting similar trainings;
- Fluency in English. Knowledge of Romanian and/or Russian will be a strong asset.