



PRISA ESWATINI

Public Relations Institute
of Southern Africa

**EXPRESSION OF INTEREST (EOI) FOR ENLISTING PRISA
ESWATINI TRAINING PARTNERS**

28 October 2022

TABLE OF CONTENTS

1. INTRODUCTION.....	4
2. INVITATION FOR PROPOSALS	4
3. CRITICAL INFORMATION.....	4
3.1. EOI SUBMISSION.....	4
3.2. ELIGIBILITY CRITERIA	6
3.4. TECHNICAL CAPABILITY OF THE TRAINING PARTNER.....	7
4. SCOPE OF WORK (SOW) TO BE PROVIDED BY TRAINING PARTNERS.....	7
4.1. COURSES.....	8
4.2. INSTRUCTOR	8
4.3. CONTENT AND COURSEWARE	9
4.4. TRAINING LOCATION	9
4.5. TRAINING VENUE	9
4.6. TRAINING DURATION.....	9
6.7 TRAINING BATCH SIZE.....	10
5. TRAINING METHODOLOGY.....	10
5.1. PRISA Training Committee.....	10
5.1.4. e-Learning/Mixed mode trainings.....	10
5.1.5. Assessment – Instructor Led Trainings.....	11
6. THE BID PROCESS	11
6.1. PRE-BID MEETING	11
6.2. SUBMISSION OF EOIS	11
7. EVALUATION PROCESS.....	12
7.1. Overall Bid Evaluation.....	12
8. SELECTION PROCEDURE	12
8.1. AWARD OF ENLIST	12
9. POST ENLIST CONSIDERATION OF TRAINING PARTNERS SUBMISSION OF FINANCIAL BIDS	12
Annexure A: Documents Required in Support of Qualification Criteria.....	13
Annexure B: Documents Required in Support of Technical Capabilities	13
Annexure C - Proposed Training Areas (Indicative List)	14



Annexure D: Covering letter with the Proposal in response to EOI Notice (On the Bidder's Letterhead).....	16
Annexure E: Bidder's Details.....	17
Annexure F – PRISA Eswatini Bank Account.....	17

Expressions of Interest are invited by PRISA Eswatini on the scope of work detailed below;

EOI No: 2022/PRISA/001

Dated: 28 October 2022

1. INTRODUCTION

Established in 1957, the Public Relations Institute of Southern Africa (PRISA) represents professionals in public relations and communication management throughout the Southern African region and has registered practitioners in Botswana, Namibia, Lesotho, Eswatini and South Africa. PRISA Eswatini, registered as a Section 21 company (not-for-profit), is one of the regional chapters of PRISA.

To impart professional trainings in alignment with the latest industry practices, PRISA Eswatini intends to enlist Training Partners to seamlessly deliver its Continuing Professional Development (CPD) Programme. The CPD Programme is a combination of trainings, webinars and seminars aimed at assisting industry professionals achieve personal and career growth. Training Partners that meet the required criteria and have the capability to deliver the given Scope of Work will be considered for enlisting.

An indicative list of training areas is provided at Annexure C. However, this is not an exhaustive list, communication management and public relations industry areas may be added/removed from this list as per the requirements.

2. INVITATION FOR PROPOSALS

PRISA Eswatini invites Expressions of Interest from the eligible Training Partners (bidders) for Enlist for various types for industry professionals, with the conditions and in the manner prescribed in this EOI document.

Bidders are advised to study this EOI document carefully before submitting their proposals in response to the EOI notice. Submission of a proposal in response to this notice shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications.

3. CRITICAL INFORMATION

3.1. EOI SUBMISSION

S. No	Information	Details
1.	Bid inviting authority	PRISA Eswatini
2.	EOI No. and Date	2022/PRISA/001
3.	Last date for submission of written queries for clarifications (email only)	Date: 30 November 2022 Email: info@prisatraining.com

4.	Cost of EOI document	An enlisting fee of E500.00 (Five hundred Emalangeni only) should be submitted via EFT as per details at Annexure F at the time of submission of the offer but definitely before 17:00hrs on 30 November 2022 failing which the offer will be summarily rejected.
5.	Opening of offers	28 October 2022
6.	Offer Submission	• Offers should be submitted in soft copy only. The offer should be signed by an authorized signatory and the offer documents must be submitted duly completed in prescribed formats as per the EOI Annexure A. Proof of submission of the requisite fee should be attached. • The submission of the offer will be deemed to imply that the bidder fully understands the Scope of Work involved.
7.	Deviation statement	Additional conditions / stipulations / deviations to the technical requirements and terms and conditions, if any, must be clearly brought out by the bidder in the deviation statement. PRISA Eswatini reserves the right to consider or reject the same without assigning any reason.
8.	Incomplete bids	• Incomplete or technically deviated bids will be summarily rejected, without assigning any reason. The bid is liable to be rejected if the bidder submits false information. • No financial bid is to be given at this stage. • Validity of the bid should be at least 90 days from the date of EOI opening.

3.2. ELIGIBILITY CRITERIA

The EOI can be responded by Training Partners from the private sector and Training Institutes / partners in the Government / public sector. Training Partners fulfilling the eligibility criteria and interested in offering their services are invited to submit their interest and provide complete and detailed information on their eligibility and experience in training services.

The bidders should meet the following minimum pre-qualification criteria. Offers from bidders who fail to meet the following minimum criteria shall be summarily rejected and will not be considered for further evaluation.

SN	Pre-Qualification Criteria	Requirement	Supporting documents
1	Registration under Companies Act / as a partnership / sole proprietorship/ Training Institute	Valid registration as a company.	The bidder should furnish a Certificate of Registration / Incorporation showing registration
2	Resource Persons / Training Coordinators strength	At least two (2) Resource Persons/ Training Instructors providing technical trainings i.e. permanent employees / contractual employees / subject matter experts	Abridged profiles of resource persons with key career highlights.
3	Qualification and Experience	- A minimum of 10 years experience in the subject of instruction. Training experience will be an added advantage. - Bachelor's Degree (post-graduate qualification will be an added advantage) in the subject of instruction.	Curriculum Vitae of resource persons
4	Blacklisting / debarring	The bidder must not be blacklisted / debarred / suspended / banned by any Ministry/ Government Department on the closing date of this EOI	A Self Declaration stating to this effect that the training institution / company has not been blacklisted.

3.3.1. PRISA Eswatini reserves the right to establish the veracity of any documents submitted by the bidder.

3.3.2. PRISA Eswatini reserves the right to keep any bidder out of the zone of consideration without specifying any reason.

3.3.3. The selection of the panel will be made on the basis of the qualifying criteria specified above.

3.3.4. Once enlist process is complete, Financial bids will be sought from the empanelled Training Partners for a particular course or group of courses based on the information and credentials (for

technical capabilities) provided by them along with their EOI offer in regard to their experience of similar work executed.

3.3.5. Notwithstanding the above, PRISA reserves the right to ask for any additional credentials / information from any of the vendors during the evaluation as it deems fit.

3.4. TECHNICAL CAPABILITY OF THE TRAINING PARTNER

The Training Partners are required to submit the documents which establish their credentials and competency as per the required Scope of Work. Documents for the same should be submitted as per the Annexure A.

3.4.1. Details of company profile and strength:

- a) Company background, services / products and why the proposer is qualified to provide training on particular courses / group courses
- b) A description of the firm's / Agency's/ Institution's structure, including CVs of key personnel / trainers
- c) Any other documents

3.4.2. Past experience in services executed of similar nature. This can be in addition to the required eligibility criteria.

3.4.3. Other Training capabilities – e-Learning, Virtual Classroom, Instructor led training and other formats. Experience in each training format (e-Learning, Virtual Classroom) should be indicated in terms of No. of trainings conducted.

3.4.4. No. of years training has been provided in each of the above formats

3.4.5. Capabilities to design and deliver custom training material content.

3.4.6. Copy of the agreement duly signed by authorized official of Professional Body in case bidder is an authorized partner of any major Professional Body (optional)

3.4.7. Any other document establishing the performance of the bidder in Training services.

4. SCOPE OF WORK TO BE PROVIDED BY TRAINING PARTNERS

The purpose of this EOI is to enlist competent and experienced Training Partners for technical training to communication management and public relations professionals within and outside PRISA membership. Broad course categories / subcategories are given in Annexure B. The Training Partners can apply for enlist even if all course categories listed in this document (Annexure C) are not available with them.

The empanelled Training Partners will be asked to give their financial offers periodically for holding training courses as per requirement. Course details, timelines of deliverables, payment terms, penalty clauses, and other relevant details will be shared at that time.

The scope of work detailed in this section is with respect to the training services to be provided once work is allocated to an empanelled Training Organization.

4.1. COURSES

Classification of Courses: The classification of courses is on the basis of type of content and the level of knowledge imparted through the course. The courses scheduled have been classified into the following four categories.

4.1.1. **Basic Level Courses:** The participants appearing in this Category of courses will have to be taught the basics of the specific course.

4.1.2. **Intermediate Level Courses:** The participants appearing in this category of courses will have the basic knowledge of the specific course as well as the experience of having worked in the specific professional area.

4.1.3. **Advanced Level Courses:** The participants appearing in this category courses will have the intermediate knowledge of the particular course as well as the experience of having extensively worked in the specific professional area.

4.1.4. **Specialized Level Courses:** These courses will be conducted for the advanced topics for experienced technical professionals in thrust areas as per PRISA Eswatini's organizational directives.

At the time of asking for financial bid from the empanelled Training Partners, the course and its level will be clearly specified. Only those Training Partners will be called for a particular course or set of courses who have provided information and credentials about related areas.

4.2. INSTRUCTOR

4.2.1. The instructor should be either on the rolls of the Training Organization itself or should be from an authorized partner/sub-contractor of the Training Organization. However, responsibility for quality of the instructor will lie with the Training Organization.

4.2.2. The Training Organization is to provide at least one instructor for each course for imparting training. The instructor should have relevant experience in the field of communications management, public relations or relevant area of specialty. He or she should be deputed for the entire duration of the course, and should be changed only if required as given in paragraph (d) below. Other instructors may assist him / her or impart specialized content if required.

- a) The instructors deputed by the Training Organization may be required to give a demo on the specific course to the PRISA Eswatini Training Committee at least one week prior to the commencement of course.
- b) If the PRISA Eswatini Training Committee finds an instructor to be inadequately competent at the time of execution of the course, the instructor is to be changed immediately (within one working day) without affecting the flow of the course.
- c) The instructor who has been cleared by the PRISA Eswatini Training Committee for a particular course and has had a positive feedback from participants would not be required to give a demo on the same subject for future courses.
- d) For specific certification trainings, certified instructor should be made available.

At the time of asking for financial bid from the empanelled Training Partners, the instructor's qualifications/certifications/experience will be sought.

4.3. CONTENT AND COURSEWARE

- a) The detailed course content will be provided by the firm for perusal by PRISA Eswatini minimum 3 weeks in advance of the course. Courseware is to be designed by the Training Partner as per the syllabus for a course.
- b) Final course content will be provided by the Training Partner based on the inputs by the PRISA Eswatini Training Committee. The firm will submit the same 2 weeks in advance.
- c) The course content should broadly consist of following:-
 - Suitable handouts with details of steps, tips, best practices and precautions in soft or hard copies. Soft copies must be in Adobe Acrobat format to provide easy navigation between chapters.
 - Suggested textbooks and/or online resources
 - PowerPoint presentations, which do not violate copyright of other partners.
 - Assignments to trainees will be given either soft or hard copies.
- d) Pre-requisites for the course participants for each course based on the current syllabus will be forwarded (in soft copy) by the Training Partner within one week of award of the training contract.

Enlisted Training Partners may be asked for sample course contents at any time to enable PRISA Eswatini to plan its training schedule.

4.4. TRAINING LOCATION

Trainings can be held virtually or in a physical location to be vetted and approved by the PRISA Eswatini Training Committee.

4.5. TRAINING VENUE

Training venue can be at the Training Partners' premises, or a 5-star conference facility as per the course requirements.

4.6. TRAINING DURATION

Training shall be conducted for 3 - 5 days a week, with a minimum of 5 teaching hours a day, excluding one hour for tea and lunch. The training shall preferably be conducted from Monday to Friday. However, in special circumstances, it may be conducted on Saturday / Sunday. In some special circumstances, courses may be conducted for half-days only, which will be indicated at the time of enlisted bidders for future work allocation as per specifications / requirements.

6.7 TRAINING BATCH SIZE

The maximum strength of participants for all courses is 25. Normally, 15-20 participants would be nominated. However, the courses with smaller number of the candidates can also be planned, as per the requirements. The approximate number of participants of each course will be intimated to the firm one week prior to commencement of course. The actual number of participants of each course will be decided by the PRISA Training Committee and will be intimated before two days of the commencement of the course.

5. TRAINING METHODOLOGY

5.1. PRISA Training Committee

5.1.1. A Training Committee comprising suitable PRISA representatives will be formed for monitoring individual courses and their progress, effectiveness etc.

5.1.2. Trainings can be Instructor led training(ILT) in a physical classroom, or ILT in a virtual classroom mode, e-learning (Self-learning), or a mix of e-learning and ILT based (hybrid model).

5.1.3. Instructor led training (ILT) (face-to-face or in virtual classrooms)

- a) Training coverage shall be exhaustive using audio and video tools. PowerPoint slides are to be used wherever feasible, for better assimilation. The trainer is encouraged to acquainted with using latest teaching aids such as interactive boards/idea boards.
- b) Training shall be conducted for 25hrs per week (excluding tea and lunch breaks) unless specified otherwise. The training partner should ensure that at least 25% of total training is devoted towards the practical/ hands-on activities/case studies as applicable.
- c) The classroom teaching should conform strictly to the subject lesson plan, which should be prepared and approved well in advance before the course commencement.
- d) The instructor will identify the weak participants if any and will give extra guidance till their knowledge gets updated at par with the rest of the participants.
- e) The instructor and coordinators will interact with the Training Committee on regular basis.

5.1.4. e-Learning/Mixed mode trainings

These would have capabilities to provide e-learning courses for standard courses as per the requirements.

- a) Capabilities to design and deliver custom content courses for PRISA Eswatini.
- b) The e-learning module should have all conventional features of management and monitoring of the training courses.
- c) The courses can be basic (passive) and interactive (basic to moderate).
- d) The design should be responsive in its design i.e. the layout should adapt across devices such as smart phones and tablets and should run on different OS (specifically iOS and Android).
- e) The system should also give evaluation mechanism to monitor the progress through assessments – and generate the feedback needed in order for employees to improve.

- f) The platform should be scalable and preferably in cloud. A suitable Learning Management System for e-Learning should be provided by the Training Organization.

5.1.5. **Assessment – Instructor Led Trainings**

- a) Where required, the training organization will provide a screening test of 30 minutes duration to PRISA Eswatini at least two days before commencement of the course. Based on that, the list of participants will be finalized.
- b) Module tests / projects are to be conducted during the course and the final test will be conducted at the end of each course. The tests / projects will preferably be objective type. The assessment may be manual tests or online tests.
- c) The assessment will be based on the contents of the training as finalized and not a general one.

6. **THE BID PROCESS**

6.1. **PRE-BID MEETING**

- a) PRISA Eswatini may hold a pre-bid meeting to where the bidder or its official representative will be invited to attend.
- b) Bidders may confirm their participation one day in advance.
- c) The purpose of the meeting is to provide bidders with information regarding the EOI and to provide each bidder with an opportunity to seek clarifications regarding any aspect of the EOI.
- d) Pre-bid meeting may be held physically at a venue to be communicated or virtually. Contact email address is info@prisatraining.com
- e) Frequently Asked Questions from the pre-bid conference may be uploaded on the PRISA Training website: www.prisatraining.com
- f) PRISA Eswatini may make modifications to the EOI if necessary, as a result of pre-bid meeting. All such modifications made to the EOI will be issued as a corrigendum to the EOI shall be uploaded on the website: www.prisatraining.com

6.2. **SUBMISSION OF EOIs**

- a) Only softcopy bids or Cloud folder link will be accepted and must be sent to info@prisatraining.com. The email subject must be "EOI for Enlist of Training Partners for Conducting Training for PRISA Eswatini".
- b) The bid is to be superscribed with the EOI Number/Date and the name of the Bidder.
- c) No Financial bid to be submitted.
- d) Bids received after the due date and time shall be summarily rejected and returned to the Bidder declaring as "Late Submission" and the same shall not be opened.
- e) The bid document should be page numbered and appropriately flagged and must contain the list of contents with page numbers.

7. EVALUATION PROCESS

7.1. Overall Bid Evaluation

An Evaluation Committee will evaluate the bids on the basis of the Eligibility Criteria and Technical capabilities to select suitable Training Partners for enlist.

8. SELECTION PROCEDURE

8.1. AWARD OF ENLIST

8.1.1. PRISA Eswatini will notify the successful bidder in writing by email that the bidder has been empanelled.

8.1.2. The bidder shall acknowledge in writing to PRISA Eswatini, the acceptance of the enlist.

8.1.3. An MoU will be signed between the enlisted Training Organization and PRISA Eswatini based on the above Scope of Work.

9. POST ENLIST CONSIDERATION OF TRAINING PARTNERS SUBMISSION OF FINANCIAL BIDS

9.1. The technical capability documents will form the basis of selection of an enlisted Training Organization for submission of financial bids for a set of training courses.

9.2. However, if for two continuous trainings, assessment by the PRISA Training Committee is consistently not positive, then the Training Organization may not be considered for submission of financial bids for upcoming trainings.

Annexure A: Documents Required in Support of Qualification Criteria

Qualification Criterion no.	Documents to be Submitted
1	Certificate of Registration/Incorporation. (Government agencies should provide necessary Memorandum of Association)
2	Abridged profiles of at least two (2) Resource Persons/ Training Instructors providing technical trainings i.e. permanent employees / contractual employees / subject matter experts.
3	Resumes / Curriculum Vitae of resource persons
4	Proof of submission of requisite fee for EOI document
5	Annexure B, Annexure D and Annexure E on the company letterhead
6	A Self Declaration stating – for not being blacklisted / debarred- is required to be signed by authorized signatory of the agency with seal.

Annexure B: Documents Required in Support of Technical Capabilities

S.No.	Documents to be Submitted
1	Details of company profile and strength: • Company background, history and why the proposer is qualified to provide training on particular courses / group courses. • A description of the firm's / Agency's/ Institution's structure, including CVs of key personnel / trainers
2	Past experience in services executed of similar nature. This can be in addition to the required eligibility criteria.
3	Other Training capabilities – e-Learning, Virtual Classroom Instructor led training and other formats. Experience in each training format (e-Learning, Virtual Classroom) should be indicated in terms of: • No. of trainings conducted • No. of years in providing Trainings in the above formats
4	Any other documents to establish Technical capabilities

Annexure C - Proposed Training Areas (Indicative List)

Major Area	Sub -Area (Indicative)
1. Writing	a) Successful Business Writing
	b) Writing for Corporate Publications
	c) Proofreading and Editing
	d) Writing in the Electronic Environment
	e) Creative Writing for the Media
	f) Speech Writing
2. Digital Communication	a) Digital Communication Strategy for PR and Communication
	b) Social Media Strategy
	c) Digital advertising
	d) Web Design for Non-Designers
	e) Social Media Crisis Management and the Implementation of a Media Policy
3. Multimedia	a) Videography for Non-Videographer
	b) Photography for PR and Communication
	c) Graphic Design Essentials
	d) Editorial Design (Graphic Design for Non-Designers)
	e) Principles of layout and design
4. Project Management	a) Project Management for Communication Management Practitioners
5. Strategy	a) Strategic Thinking
	b) Communication Strategy
	c) Crisis Communication Strategy
6. Diplomacy	a) Protocol and Etiquette of Government Relations

7. Events Management	a) Professional Event Management
	b) Corporate Events Basics
8. Communication	a) Public Speaking for Executives
	b) Basic Business Communication
	c) Strategic Crisis Communication
	d) Internal Communication
	e) Stakeholder Relationship Management
9. Brand and reputation management	a) Effective Branding
	b) Executive Reputation Management
	c) Measurement and Evaluation
10. Soft Skills	a) Presentation skills
	b) Emotional Intelligence in the Workplace

Annexure D: Covering letter with the Proposal in response to EOI Notice (On the Bidder's Letterhead)

Ref: EOI for the enlist of training agency for PRISA Eswatini, reference EOI no. _____
dated _____

Subject: Submission of proposal in response to the EOI for"

Dear Sir/Madam,

Having examined the EOI document, we, the undersigned, here with submit our proposal in response to your EOI no. dated _____ for " _____," in full conformity with the said EOI document.

a) We have read the provisions of the EOI document and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.

b) We agree to abide by this proposal, consisting of this letter, the detailed response to the EOI and all attachments, for a period of 90 days from the date of submission of the bid.

c) We would like to declare that we are not involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment and we are not under a declaration of ineligibility for corrupt or fraudulent practices.

d) We would like to declare that there is no conflict of interest in the services that we will be providing under the term and conditions of this EOI.

e) We, hereby, declare that all the information and statements made in this proposal are true and accept that any misrepresentation contained in it may lead to our disqualification.

f) We understand you are not bound to shortlist/accept any proposal you receive. Please find enclosed details of your company in the format as given in Annexure-E.

We hereby declare that our proposal submitted in response to this EOI is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

Sincerely,

FIRM'S NAME

Signature of Authorized Signatory and Seal of the bidder

Date:

Annexure E: Bidder's Details

S. No.	Particulars	Details to be Furnished
1	Details of the Training Organization	
	Name	
	Address Corporate Office, Local Office	
	Telephone	
	Website	
	Email	
2	Details of the Authorized person for the bid	
	Name	
	Designation	
	Telephone	
	Email	
3	Status of the Organization / Company (Public/Pty. Ltd.)	
	Details of Registration	
	Date	

Annexure F – PRISA Eswatini Bank Account

S. No.	Item	Details
1	Particulars of Bank Account	
	Bank Name	Nedbank Eswatini
	Branch	Mbabane
	Branch code	360164
	Account number	11990229750
	Type of the Account	Current Account
	SWIFT Code	NESWSZMX
	Ref	Name of Training Organization