



Request for Tender (RFT)

**for provision of
Training Services to Learning Waves Skillnet**

December 2020

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Learning Waves Skillnet Procurement 2021

1. Introduction

Learning Waves Skillnet is a national network representing the Independent Commercial Radio Sector in Ireland. The network has been providing training for the Independent Commercial Radio sector since 2004. The network provides training across a wide range of radio disciplines : sales, news, music programming, research, production, management, finance, technical, social and digital.

2. Objectives of Request for Tender(RFT)

The objective of this Request for Tender (RFT) is to form / establish a panel of qualified trainers, from which providers will be selected to participate in a mini-competition for contract award for delivery of training programmes to the Learning Waves Skillnet and its member companies, once specific needs arise.

It is important to note that the inclusion of training providers on the 2021 panel does not guarantee a contract to deliver training for the network.

3. Instructions to Tenderers

The detailed instructions regarding the format and requirements of this RFT are set out in Appendix II. These instructions must be observed to ensure the completeness and eligibility of the tender.

4. Awarding Criteria

The panel will be established from the qualifying tenders on the basis of the most economically advantageous tender (MEAT), using the following awarding criteria:

Criterion	Maximum Score Available	
Relevant Experience	450	45%
Qualifications	280	28%
References	270	27%
Total Maximum Score Available	1000	100%

- 1. Relevant Experience** means that the highest scores will be awarded to the trainers who have relevant experience in delivering similar projects, i.e. design, development, delivery and evaluation of relevant training programmes.
- 2. Qualifications** list of qualifications for trainers who will provide the service must be provided.
- 3. References** will be assessed on their quality and the relevance to each programme tendered for. Referees names and contact details may be provided in place of written references. Learning Waves Skillnet reserves the right to check these references during the procurement process.
Where no references are provided with the submission, the tender will be automatically disqualified.

5. Duration and Scope of Panel

The panel will be established until December 2021. The panel is open to new training providers during 2021 and their proposals will be assessed on submission.

Tenders that score a minimum of 700 points (70%) will be admitted to the panel. Once specific training needs arise, at least 3 service providers admitted to the panel will be invited to participate in a mini-tender. A contract for delivery of these services will be awarded to the most competitive/highest scoring tender, evaluated using specific awarding criteria which will be made known to those invited to tender.

6. Contracts Awards

Once specific training needs have been identified, the network will select one of the following options when carrying out a mini tender for contracts.

a. Contracts with an estimated value less than €5K

Written quotes may be obtained from one or more supplier on the panel and the most competitive programme will be selected.

b. Contracts with an estimated value over €5K

A brief specification seeking written proposals will be sent by email to at least 3 service providers already admitted to the Panel. A contract for the delivery of these services will be awarded to the highest scoring tender, evaluated using specific awarding criteria which will be made known to those invited to tender.

7. Ineligibility Under EU Rules

Tenderers, to whom any of the circumstances listed in paragraph 1 of Article 20 of EU Council Directive 93/36/EEC (co-ordinating procedures for the award of public supply contracts) apply, will be excluded from this competition (Broadly, these circumstances are bankruptcy, professional misconduct and failure to pay taxes or social security contributions.)

8. Terms & Conditions

8.1 Tender Format & Delivery. Tenders must be completed in accordance with the format specified in Appendix IV. **Incomplete tenders will be automatically rejected.**

8.2 Confidentiality and Intellectual Property. Learning Waves Skillnet requires that all information provided pursuant to this invitation to tender be treated in strict confidence by tenderers.

8.3 Freedom of Information Act. Learning Waves Skillnet will endeavor to hold confidential any information provided in this tender, subject to its obligations under law, including the Freedom of Information Act.

Should the tenderer wish that any of the information supplied in this tender not be disclosed because of its sensitivity, the tenderer should, when providing the information, identify the sensitive information

and specify the reason for its sensitivity. Learning Waves Skillnet will consult with the tenderer about this sensitive information before making a decision on any Freedom of Information request received. If third parties request information pursuant to the Freedom of Information Act, unless this information has been identified as being sensitive, with supporting reasons, then it is likely to be released in response to a Freedom of Information request.

8.4 **Conflicts-of-Interest.** Any potential conflicts-of-interest involving a tenderer must be fully disclosed to Learning Waves Skillnet. Failure to disclose a conflict-of-interest may disqualify a bidder or invalidate an award of contract, depending on when the conflict-of-interest comes to light.

Learning Waves Skillnet will not be liable in respect of any costs incurred by consultants in the preparation of tenders, or any associated work effort.

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Appendix 1

The following is a list of training programmes envisaged to be delivered by Learning Waves Skillnet in 2021

Name of Course	Expected Duration
<p>Digital Media Training (to include the following programmes)</p> <ul style="list-style-type: none"> • Mobile Content for Radio Certificate (See Appendix II for Programme Content) • Mobile Content for Radio Diploma (See Appendix III for Programme Content) • Creating, Producing and Publishing Podcasts (Podcasting 101) • Branding & Monetising Podcasts • Creating, Writing and Publishing Online content • Visual Media Platforms • Digital Marketing for Radio Certificate (See Appendix IV for Programme Content) • Social Media Diploma for Radio (See Appendix V for Programme Content) 	<p>8 days</p> <p>1 day</p> <p>1 day 1 day</p> <p>1 day</p>
<p>IT Training to include :</p> <ul style="list-style-type: none"> • MS Excel – Introduction • MS Excel – Intermediate • MS Word – Intermediate • Excel for Project Management • MS Powerpoint – Intermediate & Advanced • Adobe Photoshop for creation of flyers/banners for use on websites • Adobe Illustrator • Adobe Audition for Editing Audio • Adobe Premier Pro • Advanced Premier Pro 	<p>1 day</p> <p>1 day</p> <p>1 day</p> <p>1 day</p> <p>1 day</p> <p>1 day</p> <p>1 day</p> <p>2 days</p> <p>3 days</p> <p>1 day</p>
<p>Legal Training to include :</p> <ul style="list-style-type: none"> • Broadcast Law – Part 1 • Broadcast Law – Part 2 • Broadcast Law Updates • Court Reporting • Legal Aspects of Social Media • Mobile Journalism & the Law • GDPR & Data Protection – What Radio 	<p>½ day</p> <p>½ day</p> <p>½ day</p> <p>½ day</p> <p>½ day</p> <p>½ day</p> <p>½ day</p>

<p>Stations Need to Know</p> <ul style="list-style-type: none"> • Social Media – The Legal Aspects of Social Media • Child Protection and Safeguarding Guidelines 	<p>½ day</p> <p>½ day</p>
<p>Sales Training to include :</p> <ul style="list-style-type: none"> • Sales Negotiation Skills • Sales Presentation Skills • Psychology of Selling • Selling Digital – Practical Solutions for Radio Stations • Creative Proposal Writing for Radio • Introduction to Radio Sales • Creative Copywriting for Sales • Sales Manager Mentoring Programme • Multimedia Selling • Sponsorship and Promotion Ideas for Radio • Overview of Media Landscape in Ireland • Understanding JNLR data 	<p>1 day</p> <p>1 day</p> <p>1 day</p> <p>2-4 days in station</p> <p>1 day</p> <p>2 days</p> <p>1 day</p> <p>1 day</p> <p>1 day</p> <p>1 day</p> <p>1 day</p>
<p>News, Sport & Talk Training Programmes to include :</p> <ul style="list-style-type: none"> • Speech & Voice Training • Advanced Speech & Voice Training • Original Journalism & Storytelling for News • Sourcing News through Social Media & Story Verification • Scriptwriting for News • Creating Online News Content • Research for Radio Content • Data Analytics for Journalists • Presenting your Programme Idea – Pitching • Interviewing Skills 	<p>1 day</p> <p>1 day</p> <p>1 day</p> <p>1 day</p> <p>1 day</p> <p>1 day</p> <p>1 day</p> <p>1 day</p> <p>½ day</p> <p>1 day</p> <p>1 day</p>
<p>Music Training Programmes to include :</p> <ul style="list-style-type: none"> • Airchecking Music Presenters • Understanding Programming Content & Structure 	<p>1 day</p> <p>1 day</p>
<p>Management Training to include :</p> <ul style="list-style-type: none"> • Managing Remote Teams • Remote Worker Effectiveness(Time Management) 	<p>3 days</p> <p>2 days</p> <p>6 days</p>

<ul style="list-style-type: none"> • HR and Employment Law Updates(during and post Covid 19). • Senior Producer Course • Effective Newsroom Leader Course • The 2020 Leader – Workshops and Expert Speakers • Producing the Producer • Communicating with Impact • Media Mind – Minding your Mental Health – for producers, presenters and station management • Psychological Wellbeing 	2 days 1 day 1 day 6 days 1 day 1 day 3 days
Generic Training to include : <ul style="list-style-type: none"> • Occupational First Aid • Manual Handling Training • Covid19 Officer First Aid Training • Return to Work Protocols(Covid19) • Covid19 Compliance Officer Training(updates) 	3 days ½ day
Radio Specific IT/Software Systems <ul style="list-style-type: none"> • ProTools • GSelector & Zetta • RCS Acquire • Final Cut Pro 	1-5 days 1 day 1 day 1 day
Workshops Learning Waves are seeking to create a panel of speakers who can address the radio industry on specific topics as and when requested by Learning Waves Skillnet	Duration will be determined once speakers and dates are agreed. Workshops can vary from ½ day to 1 day in duration.

Expected number of participants attending each course will range from 8 to 18. Envisaged timeframe for the delivery of these programmes is from January 2021 to December 2021.

Note: These courses may be delivered once, more than once or not at all, depending on the demand and availability of funding.

Providers must be aware that all of the above courses will be delivered online for the first six months of 2021. This will be reviewed in May 2021. Zoom is the preferred platform for delivery of courses with Learning Waves and providers should be confident in the use of this platform from setting up sessions, facilitating the registration process for participants, submitting registration reports to Learning Waves Skillnet in advance of the training course etc.

Once a need for any of the above listed courses arises, companies from the panel will be invited to participate in the mini-tender; the contract will be awarded to the most competitive tenderer, evaluated in line with awarding criteria specific to each training programme, which will be made known to those invited to tender.

Appendix II
Mobile Content for Radio Certificate - Programme Content

The following modules are included in the Mobile Content for Radio Programme :

- Photography and Audio
- Filmic Pro
- Filming Sequences
- Editing in LumaFusion
- Editing in KineMaster
- Advanced Editing using LumaFusion
- Advanced Editing using KineMaster
- Shooting Interviews and Standups
- Project Presentation

Providers must be in a position to deliver all of the above modules for Android and Smart Phone users. Course will be delivered online for the first six months of 2021.

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Appendix III

Mobile Content for Radio Diploma

The following are the modules that are part of the above course :

- Radio Production
- 360 Recording, Editing and Publishing
- Mobile Photography
- App Overload
- Mobile Video Shoot and Edit Masterclass
- Short Form Documentaries
- Live Streaming Solutions
- Smartphone Documentary Filming Making

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Appendix IV
Digital Marketing for Radio Certificate – Programme Content

The following modules are included in the Mobile Content for Radio Programme :

- Introduction to Digital Marketing for Radio
- Digital Strategy for Radio
- Content Marketing Strategy for Radio
- Search Engine Optimisation
- Website Analytics
- Writing for the Web
- Social Media Strategy for Radio
- Email Marketing for Radio
- Digital Marketing Work Practices for Radio
- Project Presentation and Marking – Graduation for Participants

Providers must be in a position to deliver all of the above modules online for the first six months of 2021.

Appendix V
Social Media Diploma for Radio – Programme Content

The following modules are included in the Mobile Content for Radio Programme :

- Social Media Research and Strategy for Radio
- Content creation for omni-channel social media marketing
- Facebook marketing to drive engagement, lead generation and sales for radio
- Mastering Instagram for public engagement and presenter profiling
- Twitter to drive news, sport and event content
- Social and live video tactics for radio
- Video on TikTok, Snapchat and YouTube
- LinkedIn for Profiling, Networking and Selling
- Confident pricing, pitching and reporting for station and client campaigns
- Project Presentation
-

Providers must be in a position to deliver all of the above modules online for the first six months of 2021.

Appendix VI
Instructions to Tenderers

In submitting the proposal, tenderers must respect all instructions, forms and terms and conditions contained in this RFT. Failure to submit all required information within the specified deadline may lead to rejection of the tender. **Tenderers must complete APPENDIX IV.**

Tenderers **must** include the following:

1. Tenderers must provide the following information (*as per APPENDIX IV*)
 - Company/Business name and address
 - A brief summary/overview of the company (not brochures or PowerPoint presentations)
 - Name of the contact person
 - Telephone number and email address of the contact person
 - Indicate which of the programmes listed in Appendix I, the tendering company specializes in delivering and other programmes you could deliver that may be of interest to our members. **If programmes are not listed under each of the headings, tenders will be rejected.**
 - Indicate trainers/individuals proposed to deliver the indicated programmes with a brief summary of experience, education & qualifications of each trainer.
 - Indicate list of previous clients with contact details and/or written references from 2 previous clients.
 - Confirmation that the Company/Business holds a valid Tax Clearance Certificate and will be in a position to supply a valid TCC when requested.
 - Confirmation that the company holds Public Liability Insurance and Professional Indemnity Insurance (please indicate the level of insurance under each category)
 - Understanding of the Irish radio market
2. Tenderers must disclose any potential conflicts of interest.
3. Tenderers must fill in the questionnaire provided in Appendix III in order to participate in this competition.

1) Tender submission

This panel will remain open for a period of one year – until December 2020.

Complete, dated & signed tender shall be enclosed in a sealed envelope and sent to the following address:

Procurement Office,
Learning Waves Skillnet,
Creative Spark,
Clontygora Drive,
Muirhevnamor,
Dundalk,
Co. Louth.

or

A digital copy of the tender may be submitted to teresah@learningwaves.ie

The administrative deadline for receipt of soft and hard copy tenders is **12 noon on Tuesday 4th February 2020.**

Appendix VII

Tender Submission Document

(all areas outlined below must be completed by tenderers, **incomplete tenders will be automatically rejected**)

Company/Business Name & Address

Website Address

Brief Overview of the Company

Contact Person

Name :

Telephone:

Mobile :

Email address :

Details, Biogs and Photos(high quality for use on website) of Trainers delivering the programmes *(a brief summary of experience, education and qualifications)*

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Please list the courses in each section from Appendix I that you could deliver for Learning Waves Skillnet in 2019. **Failure to list the courses under each heading will result in tenders being rejected.**

Name of Course	Expected Duration	Please place X beside the programmes you are interested in delivering
Digital Media Training (to include the following programmes)		
IT Training to include :		
Legal Training to include :		
Sales Training to include :		
News, Sport & Talk Training Programmes to include :		
Music Training Programmes to include :		
Management Training to include :		

Generic Training to include :		
Workshops Learning Waves are seeking to create a panel of speakers who can address the radio industry on specific topics as and when requested by Learning Waves Skillnet	Duration will be determined once speakers and dates are agreed. Workshops can vary from ½ day to 1 day in duration.	

Please list any other programmes you could deliver that are not shown, as we are always looking for new innovative programmes for our members :

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

List of Previous Clients & References (2 written references, or contact details for 2 verbal references from previous clients)

Valid Tax Clearance Certificate (please indicate that you hold a Valid TCC)

Insurance (providers must hold a professional indemnity insurance, are covered by/hold public liability insurance, where applicable, are in a position to provide copies of the professional insurance and (where applicable) public liability insurance when requested). **Please confirm that insurance is in place and the level of cover in each category.**

Acceptance of Terms and Conditions of this Procurement Process

I hereby declare that in submitting this Request for Tender to Learning Waves Skillnet I am aware of the and accept the terms and conditions as set out in this document.

I further declare that I am duly authorised to make this application and that the information provided in my application is accurate and complete to the best of my knowledge and belief.

I understand that the provision of inaccurate or misleading information in this declaration may lead to my organisation being excluded from participation in this or future procurement processes.

Signed : _____

Position : _____

Date : _____

Contact details : _____

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