
ANNEX A - TERMS OF REFERENCE

SONGWRITERS WORKSHOP IN JAMAICA (INCLUDING ALL FACILITIES) FOR THE UK TRADE PARTNERSHIPS PROGRAMME IN CARIFORUM COUNTRIES

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2. Background

The International Trade Centre (ITC) is a joint agency of the United Nations and World Trade Organization based in Geneva. ITC's mission is to enable small business export success in developing and transition-economy countries, by providing, with partners, sustainable and inclusive development solutions to the private sector, trade support institutions and policymakers.

3. Objective of the UK Trade Partnerships Programme (UKTP) in CARIFORUM countries

The Caribbean is known for great food, music, and the arts. ITC through the UK Trade Partnerships Programme is leveraging existing trade partnerships across the region to grow exports in the specialty foods sector and creative industries.

The United Kingdom Trade Partnerships (UKTP) Programme aims to increase trade from African, Caribbean and Pacific countries (ACP) to the United Kingdom (UK) and the European Union (EU) by maximizing the benefits of Economic Partnership Agreements (EPAs). In the Caribbean, the UKTP Programme works in partnership with the CARIFORUM Secretariat and national and regional stakeholders. It is funded by the Foreign, Commonwealth & Development Office (FCDO) of the United Kingdom of Great Britain and Northern Ireland and implemented by the International Trade Centre (ITC).

The UKTP Programme offers a unique platform to scale-up an agile response to the economic crisis that accompanies the Coronavirus (COVID-19) health crisis by leveraging market intelligence, working with targeted sectors and institutions, and facilitating export linkages. It has two broad components: (1) Trade and Market Intelligence; and (2) Sector Support.

4. Required Services

To facilitate and organise the logistics for a song writers camp in Jamaica for 8 renowned international songwriters/producers and 8 Caribbean songwriters with a view to prepare compositions and recorded material to be plugged to labels/artists in the UK and North American markets.

5. Scope of Services

5.1 Facilitation of a songwriter's camp

The vendor will be required to facilitate a song writing camp for 5 working days between 22 and 26 of January 2024 in Jamaica:

- Introduce participants to the principles, strategies, and best practices of music compositions and for the UK and North American markets.
- Facilitate group song writing initiatives between the different participants.
- Provide feedback and support in the content creation.
- Mobilize UK and US music label representatives to participate at camp to provide insights, feedback and possibly plug the content.

5.2 Accommodation

Accommodation (3 stars or above) with the capacity to provide 16 rooms (single occupancy). The selected vendor should be able to provide accommodation within 2km (maximum 10 minutes) of the meeting facilities/studios.

Room Allocations

- All rooms must come with breakfast included.
- 16 rooms for 7 nights:
Check-in on 21 January 2024 and check-out on 27 January 2024
(Please note that arrival and departure dates may vary based on participant flight details)
- Price should be inclusive of early check-in and/or late check-out where needed.
- Airport shuttles from and to Norman Manley International Airport and/or Sangster International Airport.

5.3 Meeting & recording facilities

- Source a venue for the songwriting camp, preferably in a recording studio with rehearsal rooms (with space to breakout into 3 to 4 groups) and recording booths.
- The studio should use ProTools, Logic Pro or similar and have basic vocal plugins such as autotunes, FabFilter suite, Waves suite or similar.

5.4 Meals

- Provide lunch and coffee breaks during 5 days for 16 participants between 15 January and 19 January 2024
- Vegan, vegetarian & gluten free options should be available.

6. Technical Specifications

The workshop shall satisfy the following requirements:

- The song writing camp shall be specifically designed for the participants to successfully plug their compositions in UK and American markets.
- The song writing camp shall build the capacities of the beneficiaries to prepare high quality compositions and demos, and pitch/present them to different funding production companies in the UK and US.
- The song writing camp shall be inclusive of all genders, ethnicity, age groups and disability to ensure the full participation of all beneficiaries.
- At the end of the camp, the participants shall have:
 - ✓ At least 2 compositions and demos to present.
 - ✓ Have the necessary proposals to reach at least 2 production companies in the UK and US.

7. ITC supervision and guidance

The ITC's UK Trade Partnerships CARIFORUM Manager will be the focal point at ITC for the vendor to provide guidance on the development of the workshop and its implementation.

8. Qualifications, Competencies, and experience required

8.1 Pre-requisites (mandatory requirements):

- Acceptance of ITC/ UN General Terms and Conditions (Annex B)
- Proven ability to deliver on the proposed schedule.
- Have a presence in Jamaica to ensure proper logistics execution of the project.

8.2 Required expertise:

- Proven experience in organizing song writing camps, including logistics and technical expertise in music composition and demo recording to high standard.
- Expertise in UK and US markets, marketing, and distribution for the music industry.
- Provide a comprehensive list of UK and USA based distribution companies for which they have direct contacts.

9. Contract Details

9.1 Contract duration

The contract will start on the day of signing and last until 31 January 2024. The workshop is expected to take place from 14 and 20 January 2024.

9.2 Payment

- 1st payment: 50% of the total amount upon signature of the contract by both parties
- 2nd payment: the remaining 50% to the service provider 30 days net upon receipt of invoice and confirmation that the services and reports have been delivered to ITC satisfaction.

10. Content of the offer

10.1 Technical and Financial offer

The bidder must submit a proposal that includes all costs (training, facilities, meals, equipment, etc...) and the following information:

- Company description
- Proposed project plan and detailed schedule of the training
- Experience and examples of previous successful song writing camps + proven expertise in UK and US markets, marketing, and distribution for the music industry.
- CVs of key team members
- Selection of the workshop venue and details specs of spaces and equipment available.