

Terms of References:

Training on Public Speaking for Policy Advocacy Purpose for UNICEF Viet Nam Professional staff

Contract type: Institutional or Individual Consultancy – HRDT

1. Background

Policy advocacy and advice has been identified as one of the key strategies for promoting the rights of children and women for UNICEF Viet Nam in the last programme cycle (2012-2016) and this current country programme (2017-2021). Given this priority, UNICEF Viet Nam (VCO) has agreed to support for organization of a series of training workshops to strengthen the capacity of its staff in policy advocacy in 2016-2017 learning and development plan. These training workshops were proposed to cover two main topics: i) Policy brief and Human Interest Story writing; and ii) Public speaking and tips for writing speeches for policy advocacy purpose for professional staff. In March 2017, the training on Policy brief and Human Interest Story writing was organized for all the professional staff and senior general service staff. In light with the office workload for the first year of the 2017-2021 country programme, VCO plans to organize a second workshop on public speaking and tips for writing speeches for advocacy purpose in the first quarter of 2018. This training course will contribute to increased capacity of VCO staff in policy advocacy and development for the new country program (for the period of 2017-2021).

2. Justification for Requesting an Institution/Individual consultant

Delivering an interactive, participatory 2-day training course on public speaking and speech writing for policy advocacy purpose that meet international standards requires different skill sets and expertise focusing not just on concepts around policy advocacy and human interest stories but also practice on writing a powerful and compelling story. Given the limited technical expertise and human resource within UNICEF Viet Nam, it is necessary to recruit an institution (or individuals) who has strong relevant technical expertise in this area and diversified skill sets to deliver the training course.

This TOR seeks for an institution or individuals who will be able to deliver 2-day training workshop on communication skills in line with UNICEF's Global Communication and Public Advocacy strategy and that meets international standards. UNICEF HRDT will work closely to provide inputs and oversight of this consultancy while the Communication section will

provide technical assistance as necessary. The consultancy falls within UNICEF office – wide learning plan for 2016-2017 which was approved by the office.

3. Purpose

The purpose of the consultancy is to equip UNICEF professional staff (about 25-30 people) with knowledge and skills about public speaking and speech writing. The trainer shall develop and implement a training programme of 2 full days for UNICEF staff in Viet Nam to increase their capacity to effectively communicate with external partners (government, businesses, media, etc.) through better public speaking and speech writing skills in order to achieve advocacy objectives for children.

To this end, the consultant shall:

- Develop a 2-day training programme for UNICEF Staff in Viet Nam with relevant sessions including:
- Key issues to consider when preparing to speak in public;
- Tips for public speaking
- Consideration when drafting a speech;
- Implement the above training programmes;
- Provide one-on-one feedback for UNICEF Staff to practice and improve public speaking and speech writing.

4. Methodology and technical approach

This training will contain following training methodologies and contents:

Methods:

- It is expected that varying participatory methods will be applied in order to maximize participant involvement and learning while accommodating for diverse learning styles.
- Group work and brainstorming should be used for every conceptual session to ensure staff are fully engaged and their knowledge gaps are addressed
- Practice of public speaking and speech writing based on key programme advocacy priorities should be extensively used in order to equip participants with sufficient skills.

- Peer review and constructive feedback are important to facilitate peer learning and knowledge exchange among participants.

Contents

- How important are public speaking and speeches for policy advocacy purpose in communication and advocacy?
- How to identify good samples of good public speakers (through video clips and/or YouTube) and speeches on policy advocacy.
- What is the structure and information needed for public speaking and speeches for policy advocacy purpose?
- What are challenges in public speaking and speeches for policy advocacy purpose? How these could be addressed?
- What are the key tips for public speaking and speech writing for policy advocacy purpose?

5. Scope of work, deliverables and timeframe

	Tasks	Deliverables	Timeframe (indicative number of days)
1	To design a 2-day training outline, agenda and training handouts which include lecture and practice exercises	<ul style="list-style-type: none"> - A training outline, agenda shared with UNICEF HRDT & Communication Section for inputs and comments before the training taken place. - Training materials including handouts and soft files prepared shared with participants. 	3 days
2	To facilitate a 2-day training on public speaking and writing speeches for advocacy purpose for a group 25-30 staff of UNICEF Viet Nam office.	<ul style="list-style-type: none"> - A 2 day training workshop will be facilitated - Exercise will be conducted for participants to prepare, practice and demonstrate the skills taught. - Feedbacks and recommendations to be shared with individual participants for further improvement and practice after the assessment. 	2 days (planned to January or February 2017)

	Tasks	Deliverables	Timeframe (indicative number of days)
3	To provide individual face to face feedback to the participants	- Available notes on the feedback shared with the	1.5 day
3	To report to the senior management of VCO on the training workshop outcomes	- Final report which present clearly the training outcomes and observations	0.5 day
	TOTAL		7 days

Management

- The Consultant will work under the supervision of the UNICEF Viet Nam Chief of Communication;
- All materials developed relating to the assignment can be used by UNICEF Viet Nam for future training purposes.

6. Qualifications and experience required:

The institution or individuals should have a variety of skill sets for the training and the following qualifications:

Education:

- Postgraduate degree in communication, media studies, political science or related subject

Experience:

- Minimum 8 years' experience in the field of communication;
- Previous proven experience providing public speaking advice to senior stakeholders
- Previous experience in speech writing and/or providing advice on advocacy speech writing
- Previous proven experience providing training to UNICEF Staff is an advantage
- Good representational and liaison skills;
- Ability to meet deadlines
- Excellent English writing and communication skills.

Language Requirements:

- Excellent command of English

7. Technical evaluation criteria and relative points

(Specify technical evaluation criteria and relative points. An example is given below)

tips for writing speeches

Evaluation

The proposals will be evaluated using the cumulative analysis method with a split 70% technical and 30% financial scoring. The proposal with the highest cumulative scoring will be awarded the contract.

Applications will be evaluated technically and points are attributed based on how well the proposal meets the requirements of the Terms of Reference using the guidelines detailed in the table below:

When using this weighted scoring method, the award of the contract may be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

Technical Evaluation	
Minimum 8 years' experience in the field of media / communication;	10
Previous proven experience providing public speaking advice to senior stakeholders	10
Previous experience in speech writing and / or providing advice on advocacy speech writing	20
Excellent English writing and communication skills.	20
Previous proven experience providing training to UNICEF Staff	5
Good representational and liaison skills ability to meet deadlines	5
	70

8. Weighted ratio between the technical and the price criteria: 70:30

The above technical criteria and weighted ratio are applied for both institutions and individual consultant(s). Proposal(s) that are rated above 50 will be considered technically qualified.