

Media Training and Strategic Coaching

I.D.: 90212150

Data publicarii	27.11.23	Coduri CPV	79416000
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Termenul limita pentru depunere:	14.12.23	Pretul estimativ:	35.000,00 EUR 35.000,00 EUR
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Descriere: The HRB is a statutory agency under the aegis of the Department of Health. The Health Research Board (HRB) is the lead agency in Ireland supporting and funding health research. We provide funding, maintain health information systems and conduct research linked to national health priorities. Our aim is to improve people's health, build health research capacity and make a significant contribution to Ireland's knowledge economy. The HRB aims to be an independent, credible voice for research and evidence and a trusted thought leader. To achieve this, we seek to position the HRB as a trusted, objective source for health research and evidence to guide policy, inform decision-making, and influence behaviour by communicating the impact of HRB work clearly and effectively to defined audiences in order to build awareness, reinforce credibility and build trust, and also, proactively enhancing the profile and reputation of the HRB as thought leaders in our specialist areas of expertise. The purpose of this Request for Tender (RFT) is to invite tenderers to provide Media Training and Strategic Coaching services for a two (2) year contract. Spokesperson specific training: Spokespeople will receive hands on practical training in front of cameras, microphones and live audiences. Trainers should focus on the specific topic at hand and will simulate a variety of interview approaches. This is designed to train people for the reality of a tough interview and key tactics required to ensure your key messages are heard and understood. This will be delivered as a learning experience with a view to continuous improvement. Identification of key messaging: This will apply for Corporate messages and topic specific messaging (trainees would bring a specific case study.). Advice will be required on what the key messages are and how to shape these messages effectively. Feedback on performance and provision of key learning tips: Individual performance review and feedback will be an essential part of any training experience. Training or coaching will include verbal feedback and review of technique tailored for each participant. Strategic direction and coaching: Provision of strategic and contextual media advice in relation to topical issues in health or emerging news stories along with coaching on how to deliver related messaging.
