

INVITATION TO Quote:

“Perfecting your Pitch” training for Creatives

Introduction

Causeway Coast & Glens Heritage Trust (CCGHT) is inviting bids from individuals or organisations to deliver a training workshop in “Perfecting your Pitch” (online or face-to-face) for six local creative practitioners. This is part of the Northword Storytagging project- a Northern Periphery and Arctic Programme project supported by ERDF funding.

The closing date for return proposals is Thursday 5th May 2022 2:00pm

1. CCGHT Background

[CCGHT](#) is a registered charity devoted to protecting and enhancing the unique heritage of the Causeway Coast and Glens area, including (but not limited to) the Binevenagh, Causeway Coast, Antrim Coast and Glens Areas of Outstanding Natural Beauty and the Giant’s Causeway and Causeway Coast World Heritage Site. CCGHT’s operational area spans the Causeway Coast & Glens and Mid & East Antrim Borough Councils.

CCGHT and Ulster University are collaborating on the Northword project to lead it in N. Ireland.

2. Northword Background (<https://storytagging.interreg-npa.eu/> and [Homepage - Northword NI](#))

Northword is a transnational project that seeks to use traditional storytelling to support creative industries in northern countries. It brings together partners from Scotland, Northern Ireland, Sweden, Finland, and Russia to:

- a. To collect and curate stories that celebrate local cultural heritage
- b. To help the creative industries bring stories to life through products and works
- c. To create a digital platform (website and app) that increases the market reach of small creative businesses. Aimed at both local audiences, reconnecting them with local stories and storytelling traditions, and visitors to the Causeway Coast and Glens area whose experience will be enhanced by connecting with local stories, traditions, and the resulting products.

3. Project Proposal

CCGHT intend to run a tailored training course in “**Perfecting your pitch**” to be delivered before Thursday 23rd June 2022 for six local creatives (*dates and times for training to be confirmed when successful applicant is appointed*). *Course may be held morning, afternoon, or evening according to need.*

****CCGHT welcomes additional and alternative ideas and will work with the successful candidate to shape the training course. The content must be engaging and relevant to this audience, it should inspire participants and not simply relay information and statistics on the topic.**

The Course content should take into consideration the following areas;

- Press release
- Blogs
- Email campaigns
- Social media
- Face to face
- Radio & tv

CCGHT expectations for the training course:

1. Max 8-10 participants per Course. (6 Creatives & 3-4 CCGHT staff)
2. Delivery format to be agreed with CCGHT.
3. Held online via Zoom or face to face (depending on Covid restrictions & Creative's availability)
4. Training course to be arranged and hosted by successful applicant.
5. Anticipate the course would last 1 hour-1.5 hours max. Agenda to be developed in collaboration with CCGHT.
6. Course content must be applicable to the 6 local creatives that are located within the Causeway Coast & Glens and Mid & East Antrim Borough Council areas. Local examples, case studies and references **MUST** be used.

The successful applicant will be expected to;

- Liaise with CCGHT to make recommendations and finalise course content and outputs.
- Organise and facilitate the online or face-to-face training workshop
- Produce participant handout and presentation to be circulated immediately after the training course.
- If online, record the training course so that it can be included on the Storytagging/Northword skills hub.
- Deliver an interactive, engaging session including either Q&A session/polls/whiteboard/breakout sessions
- Produce a press release to be circulated following the training workshop
- Produce an evaluation form that can be circulated to participants following the training session.

4. Process Plan

The closing date for return proposals is **Thursday 5th May 2022 at 2:00pm**

This work must be completed before Thursday 23rd June 2022. The successful applicant will be expected to participate in a project initiation meeting, likely to be online w/c 9th May 2022. (TBC)

It is recognised that this work will require some input from CCGHT.

- The main point of contact will be Tierna Mullan- tierna@ccght.org/ 07595413239.
- CCGHT staff will also attend the face-to-face or online training session. (Max 3-4 persons)

5. Copyright, Data Protection and Confidentiality

CCGHT will retain ownership of training material produced and recording for this project. It will be shared with Northword project partners, course participants, CCGHT staff and will be included in the Northword Skills hub website and app.

Applicants are encouraged to put forward their suggested approach and format for the training course.

6. Budget

The budget for this project is expected to be around £400 (inc. VAT). Proposals must include all fees, travel, direct and indirect costs, expenses, and VAT.

CCGHT does not bind itself to accept the lowest priced or indeed any proposals submitted.

Applicants will not be compensated for costs associated with the production of the tender document.

If you are interested, please provide information on relevant training courses you have previously hosted and 2 referees. **All quotations should be submitted via email to tierna@ccght.org by Thursday 5th May 2022 at 2:00pm. Refusals to quote should also be sent to this address.**

For further information contact tierna@ccght.org