



The Voice Inc Marketing and Communications Strategy & Online Platform

Request for Proposals

Overview

The Voice Inc (TVI) is seeking a technical partner to develop our new marketing and communications strategy and co-design and build our online leading and learning platform.

This work will be delivered in stages through 2019.

Project Goals and Stages

By the 31 January 2019, TVI has;

- A draft Marketing and Communications strategy- highest level only
- One key tool to communicate our new strategy
- A test space for the online leading and learning platform (1 or 2 elements)- for piloting with a group of students at one PNG university

By the end of April 2019, TVI has;

- A completed marketing and communication strategy with all tools, templates, updates
- Four stories of change in flexible short form video format that will support multiple elements of the marketing and communication strategy and the online platform

By the end of December 2019, TVI has;

- A functioning online platform incorporating the five elements detailed below

In Detail

A The Marketing and Communications Strategy

Key aspects:

- ⊛ Integrate the brands and messages of The Voice Inc and the Clean Gen Campaign to support the new organizational strategy (2019- 2022)
- ⊛ Integrate our existing 10 channels/ communication tools in a cohesive plan to support the organizational strategy
- ⊛ The refresh of existing of the development of new tools (eg. infographic videos to describe the TVI strategy, The Clean Gen etc)

B The Platform

- ✦ The online leading and learning platform will underpin TVI's move to be more inclusive, decentralized and open in all its spaces of operation. It will allow whole University campus student populations to access our leadership programs and take action on issues they care about
- ✦ The platform is a key piece of infrastructure for TVI, holding our leadership programs, our stories and our mechanisms to take action
- ✦ It will potentially be anchored to the TVI website. Existing software and functionality will be used where possible, but TVI is open to all suggestions

The platform will have 5 main elements:

- 1 Profiles/ Database** – the entry mechanism that captures member contact details
- 2 Learn-** will initially provide access to TVI's signature program- DREAM (5 modules). This will likely involve a link to an LMS
- 3 Lead (take action)-** ability to connect to existing campaigns or organisations taking action on a TVI focus areas (eg. clean energy)
- 4 Share a story-** ability to read/listen to stories of TVI members and upload own story
- 5 Connect / Chat**– to each other and support

Each of these elements is outlined more thoroughly below in Annex 1, with some questions.

C Stories of Change

Key aspects;

- ✦ The Voice Inc (TVI) alumni are already making change happen in PNG in a range of communities and development areas
- ✦ These stories represent TVI's 11 years of learning about leadership and how change happens in PNG
- ✦ TVI needs four compelling video stories which will form part of the learning and story parts on the online platform and be used for general marketing, monitoring and evaluation and communication purposes

Your Proposal

Will include the following:

- Your experience in delivering similar services or projects (1/2 page maximum)
- A brief outline of your approach to engaging with the Voice Inc to deliver this project (1/2 page maximum)
- A brief summary of your experience working in PNG and your understanding of the context of delivering/ communicating online in PNG (1/2 page maximum)
- A quote, with a breakdown of estimated hours and full cost to deliver. This can be broken down across the three stages as per above. Please include an element on ad hoc or on-call support

Send proposals to info@thevoicepng.org by 5pm PNG time, Tuesday 20 November.

For more information email info@thevoicepng.org

Annex 1 | Elements of Platform

1 Profiles/ Database

Each University student (initially) who joins Clean Gen will become a 'member'.

Each member has a profile which initially includes their contact details, what they study etc. In later stages it will include what training they do with TVI, their stories, projects they are involved (higher level outcome information)

These profiles make up TVIs online database. Information can be extracted for Monitoring, evaluation and learning and is used for mass and targeted emails (like mailchimp), group texts etc.

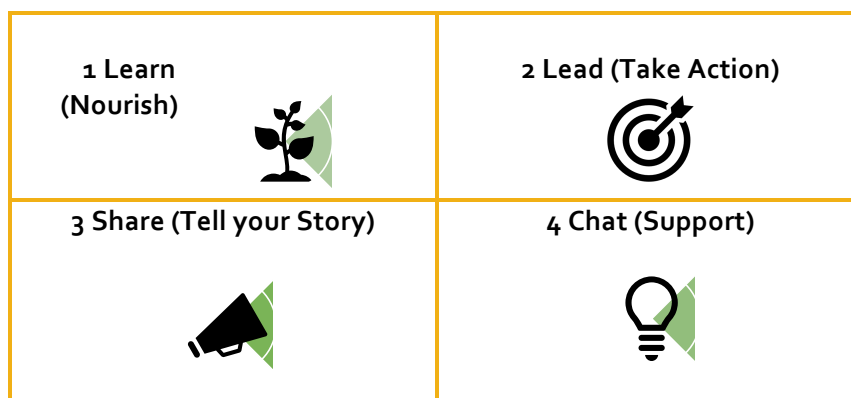
We need to upload all existing people from our excel database onto this platform.

The flow

		First time? Joining CG	
1 Click on link- Join CG or My VOICE link	2 Logon Page	3 Enter Details of self / Or activate profile Triggers message to CG student to call	4 Enter My VOICE



Enter My VOICE- user sees something like this



2 Learn

Link to LMS. To initially include:

- DREAM Modules (designed in a workbook)- Each Module is also in audio.
- Some links (eg. Making Change Happen Mooc)

Later:

- Leadership Toolboxes
- AC and NB content
- FYV Problem solving 4 steps

Question- do events sit here?

3 Lead

Divided up into 4-5 Clean Gen action areas:

- Clean and Safe spaces
- Clean Energy etc

In each space you can:

- Find out basic info on issues
- Join a campaign
- Check out a program or org working in that area

Later also, a nation builder type function to start a campaign on campus?

4 Stories- Listen and Share

There will be where our stories sit but also where people can tell their stories.

Stage 1- get radio shows up and the first 4 stories from storybank

Stage 2- will be a story telling tool

5 Connect

This function (not really a space) will allow students to connect to each other and to TVI/ CG mentors

It may allow us to communicate events, training, actions etc.

It will likely be built from something that already exists eg. Whats app/ facebook group rather than try to be a new space on the website

But software also has built in mass email and text which we can use.

Some software does allow the building of groups and students can organize their own events- software option to be determined

Question- will we run student 'surveys' through this area?