

Tender No: 22/008 - Consultancy for Designing of Digital Marketing E-Learning Modules

Tender Clarification	Tender Response
We are assuming this to mean an online or in-person presentation deck - would this be correct?	Yes correct. Presentation deck will be available in the LMS and will also be used for training delivery.
Who will be actually making the ‘instructor-led training presentations’? Will this be the Digital Champions?	No, this will be done by the Consultants. Digital Champions will be looking after training logistics like booking training venues, organising catering and delivering the training. The Digital Training & Advisory Consultant will not be responsible for creating the foundational training materials for the training programme. The Consultant will be responsible for contextualizing the training materials for their own training style as well as creating additional activities, coaching and mentoring activities to ensure that the training is effective for the local tourism industry. We expect most of the training to be delivered virtually (via Zoom or other virtual conference tool) with local trade, with 2-3 trainings (including an initial launch) to be held in-person
Aside from written and pre-recorded video content, what other ‘interactive’ training content/ formats will be required?	Interactive quizzes, which may be available in the LMS. We are going with Tovuti. If you can do info graphics or any other animated training videos that would be fantastic.
As the e-learning modules are to be self-paced - will this training plan be related to the instructor-led sessions only?	Yes, correct.
Can you elaborate on any other elements that are to be included in the training plan?	Training schedule for digital champions.
Are there budget expectations that can be shared for this project?	No specific budget