



Terms of Reference

Web Seminars Trainers

About Leaders International

Leaders International is an international network of local organizations that plans, manages, and monitors innovation and economic development interventions in the region. Through its offices in Brussels, Amman, and Ramallah, Leaders International provides complete project-management services with a focus on private-sector development, enterprise development, job creation, entrepreneurship, D4D, economic policy dialogue, and tourism value chain development.

Background

As a partner in the MEDSt@rts project, Leaders International is implementing the project activities in Palestine. MEDSt@rts - Med microfinance support system for start-ups - project is financed by the European Union's ENI CBC Med Programme and implemented in Italy, Greece, Tunisia, Palestine, and Lebanon.

MEDSt@rts addresses young and highly motivated people with innovative ideas - usually high-risk companies - and supports them in developing their business. Leaders International intends to recruit a qualified trainer that will carry out activities related to the project.

Scope of work

The thematic web seminars trainer is responsible for providing viable and necessary knowledge and skill on Customer Relationship Management through adopting a highly interactive training methodology.

The trainer will deliver 18 hours of online web seminars to the 15 MedSt@rts startup team on the topic of CRM through 6 3-hour online seminars, with the purpose of customer identification and skillset development. Moreover, the trainer is required to hold collaborative exercises throughout the training sessions, and to ensure active participant involvement among the trainees.

Upon completion of the web seminars, the recordings will be published online on the ENICBCMED Website for future use.

This activity will require 6 8-hour workdays, including the development of training materials, delivery of seminars, submission of reports and documentation, and any other tasks as requested by Leaders



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International.

Deliverables

1. Delivery of a total of 18 hours of web seminars in the field of digital marketing and social media, distributed between 6 sessions throughout the timespan decided by LI.
2. Preparation of learning material that addresses topics including, but not limited to, the following:
 - Introduction and principles of CRM;
 - CRM Plan analysis;
 - CRM readiness checklist development;
 - Requirement Driven Product Selection
 - Strategies for Customer Retention
 - Homegrown vs. Application Service Providers

Outputs:

1. Training material and agenda;
2. 6 Video recordings of each 3-hour web-seminar session;
3. A minimum of 2 screenshots of each web seminar;
4. Meeting minutes of each web-seminar;
5. Monthly narrative and financial reports;
6. Diplomas for the seminar participants.

Qualification, Knowledge, and Experience

- At least a Bachelor's Degree in Marketing, Business Administration, PR, or any other relevant field.
- Personal flexibility and high motivation.
- Experience in similar projects and working in teams.
- Excellent interpersonal and communication skills in both Arabic and English.
- Excellent planning and administration skills.

To apply for this opportunity, please send your CV along with the financial offer to procurement@leadersinternational.org, no later than 07/10/2021.



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FINANCIAL OFFER FORM

FOR

“MED Microfinance support system for start-ups – MEDSt@rts Project”

Please fill in the table below and submit it along with your CV to: procurement@leadersinternational.org,

Name of subject: **Web Seminars Trainers / MEDSt@rts**

First Name, Last Name	
Address	
Mobile	
E-mail address	
Nationality (for tax purposes)	
Expected daily rate in EUR	



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