

## REQUEST FOR PROPOSAL – MEDIA TRAINING

### Overview

The Squamish Chamber, and partners Tourism Squamish and the District of Squamish, received funding from the Province of British Columbia to execute a training program that will improve the skills of the Squamish workforce and help the business community grow. A main program – Squamish Excellence – is in development. As part of the program, we would like to offer a media training workshop.

### Training Requirements

We are seeking the services of a consultant to provide media training, covering:

1. Crisis communication and reputation management
2. Compelling messaging and soundbites
3. Media relations

More generally, the media training should improve confidence with public speaking.

### Audience

- Squamish business owners, managers and non-profits.
- Participants with a range of media experience, including those with little experience.

### Considerations

Brand values: Content should compliment Squamish’s brand values (for more information, see <https://squamish.ca/assets/Squamish-Brand-Overview-web.pdf>).

Certification: Please detail if the training will result in a qualification or certification.

Participants: Must be applicable to different businesses and sectors.

### Budget

No fixed budget has been allocated. Our goal is to provide affordable training to Squamish businesses and so tenders will be assessed on the value and quality of programming.

### Proposal Requirements

Please provide the following with your submission:

- Training format and content / topics covered
- Timings
- Detailed costs
- Project team and relevant experience, including work with businesses in the Sea to Sky Corridor

Proposals that do not meet the above requirements may not be considered.

### Timeline

Training should be executed in Squamish in fall 2018. Please provide quotes by September 7, 2018

Proposals and questions should be submitted to [louise@squamishchamber.com](mailto:louise@squamishchamber.com).