



## **Call for proposal to deliver training on knowledge and skill to create social media content and deliver the production of short videos on NCDs to be taken place in Cambodia**

The Parliamentary Centre of Asia (PCAsia) is seeking a training institute/expert organisation to deliver training and delivery the production of short videos.

### **Parliamentary Centre of Asia**

The Parliamentary Centre of Asia (PCAsia), established in early 2021 in Phnom Penh, is the successor of the Parliamentary Institute of Cambodia (PIC) founded in 2011, a transition that reflects an expansion of activities with Parliaments across Southeast Asia. The mandate of PCAsia is to contribute to the strengthening of Southeast Asian Parliaments through capacity building of their staff, based on the demands or requests of each Parliament within a framework of south-south and north-south cooperation. It draws on the expertise of national, regional, and international partners (Parliaments, universities and research centres).

### **Description of services**

PCAsia is seeking to identify an experienced organization/institute/company to deliver training and video production services as follows:

- 1- Techniques to create social media content and mentoring in the practical process of creating short videos on Non-Communicable Diseases (NCDs)
- 2- The production of short videos on NCDs

The training content is expected to include topics such as 1) Creative ideas for creating content, 2) Write and organise the article that makes the public interest, 3) Shoot photos and video, 4) Design pictures, posters, 5) Video editing, 6) Using Ai tools, 7) Using and managing media, posting, promoting content in advance.

### **Objective of the training**

1. To equip Cambodian parliamentary trainees with the fundamental knowledge and skills to create quality content, so that through the training, the trained staff will be able to create different contents for social media.
2. To have impactful short videos on NCDs that can influence diverse groups in society.

### **The target participants**

Parliamentary staff from relevant services of the Parliament of Cambodia.

### **Training approach**

- Participatory: Proactive trainee engagement during the sessions
- Learning by doing: Practical engagement in production process of short videos on NCDs.

## Main responsibilities and tasks

### Techniques to create social media content and mentoring in the practical process of creating short videos on NCDs

- Design pre and post-test
- Prepare customized training syllabi based on the results of the pre-test
- Prepare training agenda
- Prepare training materials
- Design practical and contextualized exercises/assignments and assessment tools
- Lead the production of guidelines/checklist to produce content for social media for trainees to use at work
- Prepare short feedback notes for the training
- Prepare progress report of the training

### The production of short videos on NCDs

- Proposed production plan and process
- Proposed the various video formats that best fit specific groups in society, i.e. school children, indigenous and marginalized group
- Proposed story board for each video
- Production of 10 impactful short videos to raise the awareness of diverse groups in the society on Non-Communicable Diseases Prevention by adding English subtitle
- Provide opportunity to the parliamentary staff trained on “Techniques to create social media content” to engage in the production process as part of the practical on the job mentoring
- Prepare progress report of video production

## Delivery timeframe

### Techniques to create social media content and mentoring in the practical process of creating short videos on NCDs: Tentatively 16-27 December 2024 for 10 full days.

### The production of short videos on NCDs: 16 December 2024-28 March 2025

## Expected Deliverables

- Pre-test and post-test
- Pre-test report
- Training syllabus (sample provided)
- Assessment tools
- Training agenda
- Slide presentation, training materials, ...
- Practical and contextualized lessons and exercises/assignments
- Guidelines to create content for social media
- Progress report of the training
- Progress report of the video production

## Required qualifications, skills and experience

### Essential

- Registered organization/institute/company
- At least 5 years of experience in delivery of training and in producing media production for social media
- Good understanding of parliamentary work

- With training instructor (s) and production team who are fluent in Khmer
- With training instructor (s) and production team who have good English proficiency
- With training instructor (s) and production team who have good interpersonal skills

### **Application Information**

Interested organization/institute/company should submit proposals by including the proposed budget for training and video production and CVs of the instructors and production team with supporting evidence of training experience and of producing media production for social media by 15 November 2024 to [job@pcasia.org](mailto:job@pcasia.org) with the subject "Application for Social Media Content Training and Video Production". Only shortlisted organizations/institutes/companies will be notified.