



## Re-Advertisement

### **Call for proposal to deliver training on Techniques to write standardized press release and to formulate the right angle for the news pitch to be taken place in Cambodia for Cambodian parliamentary staff**

The Parliamentary Centre of Asia (PCAsia) is seeking for training instructor.

#### **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 or individual expert to deliver training on **Techniques to write standardized press release and to formulate the right angle for the news pitch.**

#### **Objective of the training**

To equip parliamentary trainees with the fundamental knowledge and skills to **write standardized press release and to formulate the right angle for the news pitch**, so that by the end of the training, the trained staff will know how:

- 1- To improve their ability to better formulate the headline, the introduction, the main message and a boilerplate in the press release, so that it can feature the information and a call to action as intended in the press release.
- 2- To improve their ability to formulate the right angle that could make their writing more focused and attract readers to read what they write.

#### **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 writing press release and angle for news Pitch by using the real work of Cambodian Parliament

### Main responsibilities and tasks

- 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
- Prepare a short daily feedback note
- Prepare comprehensive and analytical training report

### Delivery timeframe

Tentatively from 17-19-21-24-26 February 2025 for 5 full days.

At the training venue of the Parliament or at the PCAsia training room

Expected training duration: 5 full days (Every day or one day a week depending on the availability of relevant staff of the National Assembly of Laos)

### 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 write standardized press releases and checklist for writing angles for news pitch
- Daily feedback note
- Progress report of the training

### Required qualifications, skills and experience

#### *Essential*

- Registered organization/institute or individual expert
- At least 5 years of experience in delivery of training and in producing media production for social media
- With trainers/staff or individual expert who have/has good understanding of parliamentary work
- With trainers/staff or individual expert who are/is fluent in Lao
- With trainers/staff or individual expert who have/has good English proficiency
- With trainers/staff or individual expert who are/is good in interpersonal skills

### Application Information

Interested organizations/institutes/ or individual experts should submit proposals by including the proposed budget for training and CVs of the instructors with supporting evidence of training experience by **15 January 2025** to [job@pcasia.org](mailto:job@pcasia.org) with the subject **“Application: Techniques to write standardized press release and to formulate the right angle for the news pitch.”**. Only shortlisted organizations/institutes or individual experts will be notified.