**ANNEX IV:**

**TECHNICAL PROPOSAL Form**

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| **Name of Proposing Organization / Firm:** |  |
| **Country of Registration:**  |  |
| **Name of Contact Person for this Proposal:** |  |
| **Address:** |  |
| **Phone / Fax:** |  |
| **Email:** |  |

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| **Section 1 : Technical Expertise** |
| As part of their technical proposals, Bidders must submit a technical expertise which includes the following detail:* Staffing, including proposed members of the team.
* Proven expertise in digital marketing and digital content creation (number of clients, products, etc.). Experience in delivering trainings on digital marketing is an advantage.

***\*Please provide link of sample work on digital content creation**** Curriculum Vitae of the key personnel

***\*See below format*** |
| Section 2: Approach in methodology  |
| This section should demonstarate the Bidder’s responsiveness to the specification by identifying the specific component proposed, addressing the reqirements, as specified, point by point;* Likelihood of achieving expected outputs within the given timeframe and budget
* Appropriateness of approaches and strategies to deliver expected outputs
* Ability to be flexible and response to changes as part of the review and feedback process
* Overall clarity of proposal, which covers: proposed methodology, timeline and budget in developing the training module, organizing the workshop
* Below is the suggested outline of the module:
1. Introduction and overview of the module
2. Chapter #1: Identifying topics, Formats, Ideas based on current trends
3. Chapter #2: Crating attractive content materials
4. Chapter #3: Digital marketing of the content
5. Chapter #4: Monitoring and evaluation of the content
6. Other resources and references
 |

*Please use the format below, CV no more than one page in length.*

No substitution of the key personnel will be tolerated once the contract has been awarded except in extreme circumstances and with the approval of the UNFPA. If substitution is unavoidable it will be with a person who, in the opinion of the UNFPA, is at least as experienced as the person being replaced. No increase in costs will be considered as a result of any substitution.

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| **Name:** |  |
| **Position for this Assignment:** |  |
| **Nationality:**  |  |
| **Contact information:** |  |
| **Language Skills:** |  |
| **Educational and other Qualifications:** |  |
| **Summary of Experience:** |
| Relevant Experience (From most recent): |
| **Period: From – To** | **Name of activity/ funding organization:** | **Job Title and Activities undertaken:**  |
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