

Terms of Reference

Promotion of Ireland in Vietnam

1. Background

The promotion of Ireland's economic interests is one of the Embassy's high level goals in Vietnam. One of the main priority outcomes is the promotion of Ireland as an education destination of excellence for fee paying students from Vietnam.

The promotion and visibility plan of the Embassy of Ireland aims to:

- Create awareness: Vietnamese audience more aware of Ireland by using existing positive images of Ireland in Vietnam
- Increase interest: the Vietnamese people are interested and curious about Ireland
- Promote engagement: Irish and Vietnamese businesses engage in doing business
- Increase demand: Vietnamese clients demand for Irish products, goods and services

Our primary target audience is young people.

2. Objectives:

The objectives of the consultancy are to:

1. Produce News Brief service on Ireland for the local media:
 - 1.1. Follow headlines in Ireland, and Ireland-related activities and events in Vietnam, such as economic cooperation, development aid, and in areas where Ireland has comparative advantage such as world-class standard education in Ireland, agri-foods, ICT, pharmaceuticals etc., and other news that would interest a Vietnamese audience.
 - 1.2. Provide advice and media coverage for promotional events and other events in the Embassy's programme of activities for 2016 in Hanoi, Ho Chi Minh City, and other cities as required.
 - 1.3. Run a media campaign to introduce images and raise the profile of Ireland to the Vietnamese public, thus increasing awareness and interest in Ireland.
 - 1.4. Develop relevant articles for social media (the Embassy's Facebook page, and Education in Ireland Vietnam Facebook page) at the request of the Embassy
2. Produce an Ireland: Opportunities for You publication:
 - 2.1. Develop a solid publication to present opportunities in Ireland for Vietnamese audiences. The focus theme is *Education in Ireland*. The publication will be in Vietnamese.
 - 2.2. Suggest content for the proposed publication with due reference to equality, gender balance, and diversity.
 - 2.3. Design graphics for the publication

The consultant(s) should approach the assignment from a journalistic perspective and ensure that the stories and profiles are written in an open and accessible style, that stimulates interest and targets a general non-expert readership.

3. Expected deliverables:

- 3.1. News Brief service
 - Video clips (3-5 minutes): 02-03
 - Articles on newspapers (printed and online): 03
 - News/reports on radio/television: 03-04
 - 10 articles for social media: 8-10
 - Consultancy/advice services: 10 days (two days per month on an average)
- 3.2. One solid publication: Ireland: Opportunities for you

4. Timeline

- News Brief: from 21 December 2015 to 30 April 2016
- Ireland Opportunities for you

- Draft content: 14 March 2016
- Embassy's comments by 31 March 2016
- Final version for printing 30 April 2016

5. Qualification

The consulting partner should demonstrate the following qualifications and skills:

- Extensive knowledge and experience of working with the media in Vietnam;
- Experience in producing promotional materials;
- Experience in working with foreign partners/clients;
- Capable with all forms of media (TV, Radio, online services, social media)
- Demonstrated analytical, communication and report writing skills;
- Knowledge and experience of Ireland is an advantage.

Embassy of Ireland

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