



SAFARICOM PLC

EXPRESSION OF INTEREST- PROVISION OF PUBLIC RELATIONS TRAINING

Document Release Date : **13th July 2023**

Last Date for Receipt of Proposals : **21st July 2023 at 5:00 pm**

1. INTRODUCTION

Safaricom Plc is the leading integrated communication services provider in Kenya and has a steadily growing subscriber base. The company is continuously expanding and upgrading its systems and processes to meet the changing needs of its customers. To meet this objective, Safaricom Plc continuously seeks to partner with competent suppliers and service providers for supply of various goods and services.

Safaricom Plc intends to seek for the services of training institution that will be able to provide Public Relations training to support this FY's mission for the Corporate Affairs team -to protect Safaricom from Adverse Legal & Regulatory Interventions'

The main scope of work to be covered includes training Safaricom employees in a wide range of topics around the below themes:

- Reputation & Crisis Management
- Story Telling & Media Management
- Employer Branding/ Internal Comms
- Executive leadership Comms/ Management
- PR leadership
- Corporate communications VS PR and audits
- Corporate Communications, risks and threats

2. AIMS AND OBJECTIVES

In this age of instant news, citizen journalism, technology advancement and increasing stakeholder activism both by shareholders as well as increasingly fragmented traditional political groupings. Boards are beginning to focus on gaining a better understanding of the degree to which trust, and reputation determine the effective and efficient execution of strategy. One consequence of this shift is the need to rethink the purpose of the function, its design and operating model and the capabilities it requires particularly at a leadership level. Hence the need for smart and dynamic corporate communications and PR Leadership has never been greater. We are looking to partner with a training organization/institution that can offer this training services.

The Expression of Interest (EOI) document is intended to lead to the identification of a training institution that has demonstrable capacity to provide the stated trainings in the best possible way and in a manner that enables Safaricom Plc meet its customer expectations and deliver on the company's strategic objectives.

The Expression of Interest should include the following documents:

1. Expression of Interest letter duly dated signed and stamped.
2. A proposal clearly indicating the following: -
 - When the organization was set up and how many years, they have been operating in delivering Public relations and related training with a minimum of 2 years operations.
 - The experience of trainers lined up to handle the Safaricom Plc account with at least 3 years' training experience (where applicable) in the listed training agenda; include track record in the industry.

- A current list of clients where similar services has been carried out and confirm the specific brand(s) and/or portfolio(s) managed for the organization(s) in the last 2 years.
- Proof that the company is certified to issue recognized training certifications. Attach supporting documentation of the organization's accreditation or any equivalent association, locally or internationally.
- Confirm if the organization shall work as a single entity or as a consortium/ partnership, if working as a consortium please provide entity names of the partners.

3. NEXT STEPS

The next steps will be as below: -

- a) Evaluation of the Expression of Interest submission
- b) Shortlisting of companies/training institutions
- c) Prequalification of shortlisted companies (where applicable)
- d) Issue Request for Proposal tender document

4. RESPONSES

Organizations are advised to submit their responses via return email by **5:00 pm (EAT) on Friday 21st July 2023 via email to FMangala@Safaricom.co.ke**

NOTE: -

Safaricom Plc reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged into, other than for the purpose of informing the bidders of the outcome of the process.