**DEVELOPING THE SPECIAL PROMO PROJECT FOR THE UPCOMING INTERNATIONAL LITERARY AGENTS AND PUBLISHERS INCOMING BUSINESS VISIT**

**SECTOR:** Creative industry (Book publishing)

**DATES:** 20-24 May 2020

**City:** Kyiv

BACKGROUND:

**May 20-24, 2020 The 10th International Book Arsenal Festival** will be held in Kyiv. The International Book Arsenal Festival – is an annual project of the Mystetskyi Arsenal, an intellectual event in Ukraine, where the book, literary and artistic scenes develop and interact with each other, and joint high-quality, timely and innovative projects are implemented. Book Arsenal is created to inspire the interest of foreigners in the national product, focusing on the popularization of literature, writers, and the spread of culture abroad. Taking into account the proven popularity of the Book Arsenal the festival will be the perfect occasion and place for matchmaking the incoming delegation of international literary agents and publishers with Ukrainian publishers in the frame **professional program of the 10th Anniversary Book Festival Arsenal**.

As a part of professional program B2B meetings and seminars aimed to upgrading skills for Ukrainian publishers will be organized. Dedicated to this program special project promo materials should be developed.

Purpose: Promote Ukrainian export capabilities and Ukrainian companies that will be selected to take part in the professional program.

# TERMS OF REFERENCES

## **Scope of work:**

1. Provide photo and video services

1.1 Provide photo and video services (up to 5 full working days each).

1.2 Photo and video editing to be further used in media.

1.3 Production of a short reporting video (up to 2 minutes).

1. Developing the Special Promotional Project dedicated to the professional program of the 10th Anniversary Book Festival Arsenal.

*Reference:*

<https://ain.ua/special/relocate-home/>

<https://ain.ua/special/dtek-start/>

<https://www.the-village.com.ua/village/city/eco-heroes/291343-mhp-2>

<https://www.the-village.com.ua/village/city/specials-city/290651-hennessy>

Programming a web-page for special project (minimum 3 pages, bi-lingual, incl. the possibility to open web-page desktop and mobile version);

* 1. SEO-optimization;
	2. Design the project’s layout (incl. the possibility to open web-page desktop and mobile version);
	3. Developing of materials (articles/notes/etc.) on the following topics: Export of publishing products abroad, analysis of successful cases and publishers that have already published a Ukrainian product which would exclude conversations and expert comments from participants in the Professional Program (local and international).
		1. Writing and editing of at least 4 publications;
		2. Fact-checking and proofreading;
		3. Layout of materials in two languages.
1. Designing of the Ukrainian publishing portfolio. *Portfolio will be distributed abroad with the purpose to help in facilitation of international literary agents and publishers to start cooperation with Ukrainian publishers. The portfolio will include at least 30 Ukrainian publishers.*

# **CONSULTANT SELECTION CRITERIA**

**Company size:** Small or medium consulting companies (usually with up to 10 staff).

**Experience:** 3+ years of operations. Experience in cooperation with national trade/export promotion organizations is a plus.

**Business reputation:** transparency, official web-site, references is a plus.

Capable to obtain payment from NGO located in Ukraine.

**HOW TO APPLY:**

**In case of interest send your applications in PDF by February 21, 2020 to:**

JULIA KOTOVA, International Trade and Export Market Specialist at project initiative: “Ukraine: Consolidation of SME export potential and facilitation of access to foreign markets”, to e-mail: jkotova@fsr.org.ua

The application must at least include background (could be in CV format of an expert responsible for the project), and budget. References and successful cases will be a plus.

Please consider that the budget must include all services mentions in the TOR. The price for the services from the TOR can’t be increased.