Terms of Reference

Digital and traditional media promotion for Eurochild’s online breakfast webinars

Eurochild seeks to contract an agency to develop and execute media engagement in five key geographies in Europe to promote its flagship conference. This year, the conference will take the form of three online breakfast webinars from 18-20 November 2020 with political and institutional leaders responsible for Europe’s recovery post COVID-19. The webinars will focus on how to put children and their interests at the heart of Europe's recovery.

The agency should lead on the concept development, draft key messages and press releases, create relevant digital visual content and pitch to journalists and media platforms. They should develop and execute a media engagement plan composed of earned and paid media to ensure the event receives the highest recognition of Eurochild’s influential expertise in children’s rights among the targeted audiences. The promotion of the event is expected to begin in October, and last until after the final webinar on 20 November 2020, marking the Universal Children's Day to promote the need for national and European action to put children at the heart of the recovery.

Deadline for proposals: 28 September 2020

Send your proposal to Prerna Humpal, Head of Communications, Eurochild

Background:
2020 will be forever defined as the year COVID19 inflicted a global public health crisis and paralysed the economy. Europe followed China as the pandemic’s second epicentre in spring. In summer, leaders of the European Union agreed an ambitious recovery package and a budget envelope for the next 7-years. The priorities and rules governing the EU’s spending programmes will be negotiated throughout autumn.

The pandemic provides an opportunity to build back an economy more resilient to future shocks and more able to operate within planetary boundaries. Vulnerable people and communities undoubtedly paid the highest price of the pandemic in terms of morbidity and lost livelihoods. Countries which fared best are those with strong public health systems, more equal distribution of wealth and more trust in government administration.

Prioritising children’s well-being is an essential ingredient of building more inclusive and resilient societies. For that reason, Eurochild, in partnership with its national members, is organising a webinar series to bring a children’s perspective to Europe's recovery plans. The series is organised to coincide with 20th November Universal Children’s Day which marks the adoption of the UN Convention on the Rights of the Child.

At each webinar leaders from national, EU and international levels will share how respect for children’s rights is informing their decision-making as they build back after the crisis.

Each webinar will be hosted by a member organisation of Eurochild to bring national contexts to respond to three broad questions:
Webinar 1: What is an ‘economy of well-being’ & why & how does it prioritise children?
Webinar 2: Why is tackling child poverty a pre-requisite to sustainably exit the crisis?
Webinar 3: Why and how does protecting children’s rights strengthen our democracies?

Key leaders and experts in children’s rights will respond to these questions to help audiences realise the urgency and the potential to put children at the heart of Europe’s recovery.

Key target audiences:
- Political, economic and governance officials and policy makers
- Experts who hold influence on the post COVID recovery at national and European levels
- Peer civil society leaders in other sectors

The event will be live-streamed and live interpretation will be provided in 3-4 European languages. The key geographies identified for the media promotion are:
- Brussels – EU correspondents
- National media in Spain, Bulgaria, Finland and Germany

Timeline:
The promotion should begin in October 2020 to ensure highest engagement and interest in the events among the target audiences and continue until after the final webinar on 20 November 2020 which coincides with the Universal Children’s Day.

The media engagement should ensure that:
- Target audiences are well informed and interested in participating (digitally) in the webinars.
- The coverage is positive and in-depth, expressing the value of our work and impact at local, national and European levels and through that support our advocacy effort at national and European level as leaders consider how to invest post COVID-19.
- The recognition of Eurochild increases along with digital engagement, especially among newer audiences - e.g. outside Brussels (technocratic) bubble; younger and national audiences.

What success looks like:
A successful promotion should lead to positive and in-depth coverage in national and regional media of the work of Eurochild and help expand Eurochild’s visibility and recognition as a thought leader and go-to network on children’s rights in Europe. The events become a catalyst for discussion (digitally or otherwise) at national and local levels, with the support of the Eurochild membership and help shaping the public discourse around the recovery and the role of investing in children. This recognition opens doors to new partnership, increased users of Eurochild digital tools (new website and social media channels), increased influence and attracts interest from key stakeholders.
The selected agency will be expected to:

1. Develop a proposal for media engagement – Propose a media engagement plan that considers the best mix of earned and paid media, partnerships, etc. based on organisational needs and resources. It should consider how to maximise the media engagement from the event and develop sustainable engagement with traditional and digital media.

2. Coordinate with the hosts – (Eurochild and its members) to develop a realistic execution plan that makes the most of existing media relationships at national and European level. Share assessment based on early monitoring and suggest adaptations to the different national contexts.

3. Content and message development – draft high quality press releases, toolkits and digital content (audio-visual included) that is consistent with the Eurochild brand identity and tone.

4. Execute the media engagement plan in coordination with the hosts – engage its media contacts, organise interviews, develop pitches and monitor coverage.

5. Additional needs – Using its network of media contacts, help identify an accomplished individual to moderate the webinars with the high level speakers.

Role of Eurochild

- Eurochild Secretariat will be responsible for hiring the agency and inducting them into the organisation by sharing the vision of the event, connecting them with relevant members and giving final approval of the media engagement plan and content created for the promotional activities.
- 3 member organisations of Eurochild who will co-host the webinars will be engaged in the media promotional work at national level and should be supported by the selected agency.

How to respond to this consultancy offer:

Interested agencies are expected to submit a detailed proposal including:

- An outline of approach, vision, plans and suggestions based on the expectations and objectives listed above
- Detailed budget proposal
- Portfolio of past work
- Contact details of at least one professional reference

Consideration of proposals:

The proposals will be judged under a set of criteria. The offer will not necessarily be made to the proposal with the lowest budget. Shortlisted proposals will be followed up with an interview to discuss the approach and working style of the consultant.

Amongst others, the criteria includes:

- Expertise and strength of reach in the key target geographies
- Quality of the proposal and of the portfolio
• Competitiveness of the proposed budget
• Demonstrable experience of targeted distribution and promotion

For any questions or to submit your proposal, please email: Prerna Humpal, Head of Communications, Eurochild