

Local Enterprise Office Louth

Training Schedule Autumn 2021

Tender for Training Courses / Workshops

The Local Enterprise Office Louth has the primary function of promoting enterprise and assisting with the development of micro-enterprises at local level. The Local Enterprise Office Supports include financial assistance (subject to eligibility), business advice, mentoring, training and business to business networking. The provision of training supports is a fundamental part of the Enterprise Development plan and activities to support entrepreneurs in our region.

The Local Enterprise Office currently provides a wide range of training opportunities for the small business manager owner, all of which are highly subsidized. These programmes equip entrepreneurs, owners and managers with the knowledge to plan, grow and sustain productivity, innovation and competitiveness. Due to the overwhelming demand for digital training, the Local Enterprise Office Louth is currently seeking tenders for a training course/ workshop in Google Adwords.

Google Adwords

This course should be designed for business owners who manage their own website and marketing, and want to achieve results on a tight budget. This course should be pitched to business owners who are new to the topic. The course should include but not be limited to:

- Setting up Adwords for your business
- Setting up Ad Campaigns
- Monitoring Results
- Linking Google Analytics with Adwords
- Setting Budgets

Following this training course, participants should feel comfortable integrating Adwords into their marketing strategy and develop advertising to suit their budget.

Local Enterprise Office Louth, Town Hall, Crowe Street, Dundalk, Co. Louth.

Tel: 1980 202 303 email: training@leo.louthcoco.ie www.localenterprise.ie/louth

TRAINING COURSES / WORKSHOP TENDER GUIDELINES 2021

All proposals are to be submitted electronically to training@leo.louthcoco.ie to be received no later than Friday 23rd July 2021 at 4pm marked TRAINING TENDER 2021.

Submissions should demonstrate that the core modules of the programme are practically based and targeted specifically at the SME Sector. Proposers must also demonstrate experience and knowledge in dealing with this sector.

- Proposers should clearly demonstrate how they will assist with the recruitment of participants.
- Fee structure must include; consultant fee based on:
 - option 1, delivering the course in person in a classroom or
 - option 2, delivering the course online.

This should also take into account provision of course materials, initial company audit if required, mentoring (if applicable) laptop/ LCD projector, account for online delivery platform and final evaluation report.

- Locations, dates & times – training will take place in the catchment area of Louth. Locations, dates and times will be organized directly by the Local Enterprise Office Louth.
- If courses are taking place in the classroom, Local Enterprise Office Louth will be responsible for room hire and refreshments which should be excluded from your quotation. Your availability to deliver training if selected should also be specified.
- If courses are taking place online, you should demonstrate that you have experience of and the capacity to deliver courses using an online meeting platform that is widely available to all and user friendly, and that you have appropriate account settings to manage meetings of differing sizes.
- A sample of course notes must be provided to the clients, electronically if delivering course online, and in hard copy if delivering the course in a classroom setting and a copy of these is to be provided with the tender documents.
- Evaluation forms and attendance record sheets must be submitted on completion of programme(s). Templates provided by Local Enterprise Office Louth.
- LEO Louth reserves the right to postpone or cancel programmes / workshops, or move classes from static location to online and vice versa.
- LEO Louth may run any of the courses more than once subject to demand.
- LEO Louth reserves the right to end a contract if in its professional opinion the quality of work produced by the trainer is of an unacceptable standard or the trainer fails to meet agreed deadlines.
- Proposers may tender for more than one of the listed programmes/workshops.
- Each proposal should outline its content, fee structure and delivery and how the course can adapt from taking place in a physical classroom to an online setting.
- Trainers making a submission must have professional indemnity insurance and hold current tax clearance. Please include Tax Reference Number and a copy of professional indemnity insurance valid in EU.
- Upon submitting a tender, trainers are confirming they are fully compliant with GDPR and any national implementing legislation (Data Protection law).

Training Tender Evaluation:

The successful proposals will be selected following an evaluation process by Local Enterprise Office Louth on the basis of the most economically advantageous tender and including the following criteria (weights in brackets):

- Expertise & experience in a similar role (25%)
- Quality & innovation of approach (20%)
- Content (20%)
- Value for money (25%)
- Management & administration (10%)

Local Enterprise Office Louth may shortlist tenders for interview on the basis of the written tenders before taking a final decision on tender selection.

Local Enterprise Office Louth **is not obliged to accept the lowest, or any, tender.**

Local Enterprise Office Louth may decide, following evaluation of tenders, not to proceed or to proceed with a limited number of elements of the proposal.

The Local Enterprise Office may also decide to appoint more than one training provider where demand is high.

All queries associated with this tender should be directed to Training@leo.louthcoco.ie