**ORGANIZATION SUPPORT. WORKSHOPS FOR BOOK PUBLISHING INDUSRTY**

**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**.

# BUSINESS CONSULTANT TERMS OF REFERENCES

## **Workshops organization**

Purpose: Provide opportunities to Ukrainian publishers to start export by upgrading skills and pieces of knowledge and experience exchange.

Targeted participants:Ukrainian publishers, literary agents, authors.

1. As a part of **professional program of the 10th Anniversary Book Festival Arsenal** at least 4 workshops on the proposed topics should be organized and delivered. The topics are following: literary agents, unexpected distribution patterns, digitization in the publishing business, new ways of the promotion books.
2. To showcase Ukraine`s export capabilities one seminar dedicated to the modern Ukrainian literature supposed to be organized. This seminar will be organized for international guest who will arrive to **the 10th International Book Arsenal Festival.**

*It is expected that selected subcontractor will facilitate speakers with a proofed background. All speakers and a content have to be agreed with the Project manager. The speakers fee should be included to the offer.*

## **Logistic support**

The offer should be all inclusive, thus all organizational expenses have to be included to the offer:

* Premises for seminars fully equipped at the **10th International Book Arsenal Festival** (*Theater style seating up to 50 people to accommodate; Technical part of venue: big screen available for broadcasting video content, sound system, 2 cordless microphones (if needed), WI-FI).*
* Simultaneous translation services up to 35 working hours.
* Equipment for simultaneous translation for up to 60 guests.
* One coffee break for up to 80 guests.
* Hotel rooms (4\*), flight tickers and transportation for speakers if needed.

# **CONSULTANT SELECTION CRITERIA**

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

**Experience:** 3+ years of operations. Has a strong industry background.

Experience in cooperation with national trade/export promotion organizations is a plus.

**Partnership network:** a company has numerous possible-to-check list of partner experts in the targeted industry (Book publishing). Available contact base of international literary agents and/or publishers will be 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 17, 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 consultant background (could be in CV format of an expert responsible for the project), available network and contact description, 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.