

Selection of PR Agency for KASE

The scope of work for the PR agency shall include the following:

1. Conduct promotion through social media including:
 - Creating and sharing engaging content about the event on various social media platforms, such as Twitter, Facebook, and LinkedIn
 - Using relevant hashtags and keywords to reach a wider audience
 - Running targeted ads to promote the event to potential participants and sponsors
2. Create various posters and videos to promote the event, including:
 - Designing visually appealing and informative posters that highlight the benefits of attending the event
 - Creating short, engaging videos that introduce the event and its speakers
3. Create testimonial videos of the selected persons:
 - Interviewing selected trainers and training centres about their experiences and why they are participating in the event
 - Creating short, edited videos that showcase the positive impact of the event on the participants
4. Support the conduct of district level events and their promotion and documentation including PR:
 - Assisting with the planning and execution of district level events
 - Promoting the district level events through social media and other channels
 - Documenting the district level events, including taking photos and videos, and writing blog posts and articles about the events
5. Prepare a report of the entire activities and its result in both English and Malayalam:
 - Creating a comprehensive report that summarizes all of the PR activities for the event, including the results of each activity, Translating the report into Malayalam

They are looking for a Startup organisation with a proven track record of success in PR and marketing. The ideal candidate will have a strong team of experienced professionals with the skills and expertise to carry out all of the tasks listed above.

In addition to the above, the selected Startup organisation able to provide the following support:

- Media relations: The PR agency should have a strong network of media contacts and be able to generate positive media coverage for the event.
- Branding and identity: The PR agency should be able to develop a strong brand and identity for the event, which will help to promote it and make it memorable. Crisis communications: The PR agency should have a plan in place to manage any potential crises that may arise during the event.

A strong PR campaign is essential to carry out various promotion activities under SANKALP and the State Plan Fund.