



## ANGUILLA COMMUNITY COLLEGE

### **Consultancy Services for Preparation and Execution of a Detailed Marketing and Promotional Strategy and Campaign**

#### **REQUEST FOR EXPRESSIONS OF INTEREST**

The Anguilla Community College (ACC) wishes to procure consultancy services for the preparation and execution of a detailed Marketing and Promotional Strategy and Campaign.

The objective of this consultancy is to assist the ACC with the development and execution of a comprehensive public education and awareness strategy and campaign for promoting the benefits of post-secondary education, the pursuit of education at the college, the importance of returns to education based on years of schooling and the significance of continuous and lifelong learning and the promotion and communication activities for the various programmes offered by the College.

The ACC now invites interested eligible consulting firms or individuals to submit **EXPRESSIONS OF INTEREST** for the provision of these consultancy services. Consultants shall be eligible to participate if, in the case of a body corporate, it is legally incorporated or otherwise organised. Consultants may submit an Expression of Interest as a single entity or a joint venture.

**EXPRESSIONS OF INTEREST** should delineate approach and resources as well as the consultant's experience and competence. In the assessment of submissions, consideration will be given to technical competence, qualifications and experience, local and regional experience on similar assignments, financial capability and existing commitments. All information must be submitted in English. Further information may be obtained from the first address below between 08:30 AM and 4.30 PM, Monday to Friday.

**EXPRESSIONS OF INTEREST** may be in hard copy or electronic format and ought not to exceed **2 single-sided, letter size pages**. Submissions must be received at the first address/email below, no later than **4.30 PM on Monday, April 16, 2018**. Expressions of interest must include the name, email, phone and address of the consultant and whether sealed hard copy or electronic submission shall be clearly marked ***“Expression of Interest for the Preparation and Execution of a detailed Marketing and Promotional Strategy and Campaign for the Anguilla Community College”***.

Following the assessment of submissions, eligible candidates will be provided with the full terms of reference and invited to submit detailed technical and financial proposals to undertake the assignment. The ACC reserves the right to accept or reject late applications or to cancel the present invitation partially or in its entirety. It will not be bound to assign any reason for not short-listing any applicant and will not defray any costs incurred by any applicant in the preparation and submission of Expressions of Interest.

ADDRESS

**For the Attention of: Dr Karl Dawson, President**

[Karl.dawson@acc.edu.ai](mailto:Karl.dawson@acc.edu.ai)

**Tel: (264) 498-8395**

**Anguilla Community College**

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