

**2.2.17 Please list core services your company can provide.**

InCoStrat can deliver the following core services within existing capability. All services can be delivered in Arabic and/or English. Over 80 Syrians have been trained with the assistance of our team in the last six months in Turkey and Jordan. These services are immediately available.

Ser	Core Service	Outcome	Pricing <sup>1</sup>	Remarks
1	<b>Reporter/stringer training course 5 days 15 Students</b>	Syrian reporters are able to work safely inside Syria and are able to report on news accurately, ethically in accordance with accepted journalistic standards with HD quality video, photographic or journalistic reports. The reporters would be available for tasking to cover specific events and also to assist in the distribution of media products in Syria	£20,000	Does not include the provision of equipment for students
2	<b>Technical Training (radio, print media, social media) 5 days or 10 days 15 Students</b>	Syrian participants have the core technical skills to carry out their work ethically, safely and proficiently to meet international journalistic standards and norms.  Training conducted on: FM radio transmitters, studio production and management, technical camera work, script writing, documentary production, using social media effectively, magazine design, printing and distribution	£20,000 or £40,000 for 10 days	Does not include the provision of equipment for students
3	<b>Spokesperson coaching/mentoring One or two-day one-to-one</b>	A spokesman that is credible and confident on regional and international media and capable of developing and delivering a message effectively to the appropriate target audience	£3000 a day £5000 for 2 days	
4	<b>Speech writing and press statement drafting 2 days up to 10 students</b>	Media Offices will write well-structured speeches, factual statements that rely on evidence not emotion.	£7,000	
5	<b>Embedded consultants in Syrian media offices. This includes the ability to accompany principal staff on overseas visits or to establish small press offices/media handling centres for specific</b>	Syrian staff are competent enough to run media offices with minimal or no international mentorship support. This includes technical skills as well as admin and financial compliance	As per agreed day rates for staff in commercial response	

<sup>1</sup> Prices are **exclusive** of equipment, travel and subsistence costs as well as local taxes where applicable.

Ser	Core Service	Outcome	Pricing <sup>1</sup>	Remarks
	<b>events</b>			
6	<b>Managing Syrian networks across all areas of Syria including some contested areas and areas controlled by the Islamic State</b>	A comprehensive network of Syrian media activists who are managed effectively and produce product to time and specification	As per agreed day rates for staff in commercial response.	
7	<b>Website design and social media optimisation</b>	Social media channels are effective and reach a large intended target audience	As per agreed day rates for staff in commercial response	
8	<b>Basic personal security training for office based staff outside Syria</b>	Staff are able to live and work safely and are aware of the precautions to take to reduce risk to their safety	£2500 per day	
9	<b>Cyber security training and audit</b>	A cyber management and protection plan to reduce the risk of cyber attack and mitigate impact. Staff are aware of personal protective measures to take online and using IT	£6000	
10	<b>Development and management of communication campaigns</b>	An effective communication campaign that is able to deliver the right message to the right audience to achieve a predetermined effect; output and outcome is measured and assessed	Priced depending on the scope and duration of each campaign	
11	<b>Online surveys</b>	A fully assessed report from a representative sample size from the target group used to inform other communication products and campaigns	£5000 per survey	
12	<b>Key leadership engagement and coaching</b>	Key leaders are confident in their ability to achieve influence and provide a link into new Syrian networks	As per agreed day rates for staff in commercial response	
13	<b>Capacity building projects to create a media event</b>	Through a small grant and organization creates an event to draw the media's attention; the event carries a key message	Small grants of £4000 each for multiple beneficiaries	
14	<b>Media monitoring in Arabic, English, Kurdish and Farsi for ten Satellite TV channels, ten newspapers and 20 social media sites</b>	A weekly roundup report of key events and narratives that are being broadcast in the media	£6000 per weekly report	