Call for Tenders for the Provision of Digital Marketing Training Services for Six (6) Participants

Project: "Local Voices, Equal Choices: Local Action for LGBTIQ+ Socio-Economic Empowerment"

TENDER DOCUMENTATION FOR SINGLE TENDER PROCEDURE (EQUAL OR BELOW 20.000 EUR)

PART A: INFORMATION FOR TENDERER

This document contains the following parts:

- Instructions to tenderer
- Technical specifications / required services
- Format of contract to be signed with the tenderer
- Administrative compliance grid

INSTRUCTIONS TO TENDERERS

1. INFORMATION ON SUBMISSION OF THE TENDERS

Subject of the contract:

The subject of this tender is:

- **Provision and implementation of a comprehensive digital marketing training programme for six (6) participants, including theoretical instruction, practical exercises and development of digital marketing skills, in accordance with the technical specifications outlined in the "Services Required" section of this document**;

Deadline for submission of the tenders:

The deadline for submission of tenders is October 29, 2026, at 16:00h. Any tender received after this deadline will be automatically rejected.

Address and meanings for submission of the tenders:

The tenderers will submit their tenders using the:

- **Standard tender submission form and technical offer available in the Part B of the tender dossier** AND
- **Financial offer available in the Part C of this tender dossier**. Financial offer needs to be submitted as a separate document.

The tenders will be submitted in person, by post or courier service to the following address:

JUVENTAS, Mila Radunovića 15/a, 81000 Podgorica

or by e-mail to: konkursi@juventas.me with the subject line: ***Call for Tenders – Digital Marketing Training for Six (6) Participants.*** Applications submitted by any other means other than those stated above, or after the given deadline will not be considered.

In addition to the offer, the tenderer is required to provide the following supporting documentation (scanned versions):

- Copy of legal registration
- Bank account details to which the payments shall be made
- Portfolio or references demonstrating previous experience in providing digital marketing training services;
- CV(s) of the trainer(s) responsible for delivering the training.

The tenderers are reminded that in order to be eligible the tenders **need to be received by the contracting authority** by the deadline indicated above.

2. TECHNICAL INFORMATION

The tenderers are required to provide digital marketing training services for six (6) participants, as specified in the "Services Required" section of this document.

In their technical offers, tenderers shall provide a detailed description of the proposed training programme, including training topics, methodology, duration, practical exercises, and qualifications of the trainer(s), in accordance with the requirements outlined in the technical specifications.

3. FINANCIAL INFORMATION

Tenderers are required to submit a financial offer covering all costs associated with the preparation and delivery of digital marketing training for six (6) participants, in accordance with the technical specifications outlined in this tender dossier.

The project is exempt from VAT, so all invoices over 50 euros are subject to VAT exemption.

Payment will be made upon successful completion of the digital marketing training for six (6) participants and submission of a valid invoice.
The Contracting Authority will make the payment within 3 days of receipt of the invoice, following the completion of the training and acceptance of the services provided.

Please note that the financial offer must include all costs associated with the preparation and delivery of the digital marketing training for six (6) participants, including trainer fees, training materials, practical exercises, and any other costs necessary for the successful implementation of the training programme.

4. ADITIONAL INFORMATION

Requirements of the tenderers

- At least 3 years of professional experience in providing digital marketing training services.

Evaluation of applications and award criteria

First stage of the evaluation process will be technical check when the Evaluation Committee will go through all of the applications in order to see if they are in compliance with the criteria stated in the technical information in the part ''services required"of this document; as well as if the application contains all of the parts as stated in the section in the technical information in the part of this document. Only the applications satisfying all of the requirements will go the evaluation stage.

The applications that passed the technical check will be accessed based on the following criteria:

	Criteria	Maximum points
1.	Experience in providing digital marketing training services and delivering training programmes in the field of digital marketing.	40
2.	Detailed description of the proposed digital marketing training programme, including training content, methodology, practical exercises and implementation plan.	40
3.	Financial offer	20

The unsuccessful/successful tenderers will be informed of the results of the evaluation procedure in written.

The estimated time of response to the tenderers is 5 days from the deadline for submission of tenders.

Background to the assignment

This call for the provision of digital marketing training services for six (6) participants is published within the framework of the project "Local Voices, Equal Choices: Local Action for LGBTIQ+ Socio-Economic Empowerment", implemented by NGO Juventas and funded by ERA – LGBTI Equal Rights Association for the Western Balkans and Turkey.

SERVICES REQUIRED

1. Item Number	2. Services required
1.1.	Digital Marketing Fundamentals and Strategy: Introduction to digital marketing, digital channels, customer journey, market and competitor analysis, target audiences, marketing objectives and KPIs.
1.2.	Content Creation and Management: Social media and email content, SEO fundamentals, WordPress, Elementor, video content, influencer collaboration and content planning.
1.3.	Meta and Google Advertising: Campaign planning, audience targeting, advertising content, keyword selection, campaign structure and performance monitoring.
1.4.	Digital Analytics and Tools: Google Analytics, Google Tag Manager, Looker Studio, AI tools, performance analysis and campaign optimisation.
1.5.	Marketing Plan and Budget: Development and presentation of a digital marketing plan integrating objectives, channels, content, budget and performance indicators.
1.6.	Training Duration and Methodology: Training for six (6) participants over 12 weeks, with two sessions per week (24 sessions in total), combining theoretical instruction, demonstrations, practical exercises and trainer feedback.

1. Item Number	2. Services required
1.7.	Training Format: The training format and location shall be agreed upon between the Contracting Authority and the selected Contractor prior to the commencement of the training, taking into account the needs of the participants and the technical requirements of the programme.

FORMAT OF CONTRACT TO BE SIGNED WITH THE TENDERER

CONTRACT TITLE: Call for Tenders for the Provision of Digital Marketing Training Services for Six (6) Participants

REF: Contract no. 290/26

Concluded between:

NGO Juventas

Mila Radunovica 15/a, 81000 Podgorica

Represented by: **Ivana Vujovic, executive director**

(Contracting Authority)

AND

Title

Address of the contractor

Represented by:

(Contractor)

Article 1: Subject of the contract

The subject of the contract are the services as indicated in the contractor's offer – ''Part B: Documents to be completed by the tenderer''.

Article 2: Contract value

The total contract value for the implementation of services indicated in Article 1 shall be specified in the financial offer submitted by the selected Contractor and agreed upon by the Contracting Authority. The agreed contract price cannot be revised.

Article 3: Contracting documents

This documents which form the part of this contract are (by the order of precedence):

- Contract agreement

- Contractor's technical offer as provided in the tendering phase – ''Part B: Documents to be completed by the tenderer''

- Contractor's financial offer as provided in the tendering phase ''Part C: Financial offer''

Any other supporting documentation if applicable

Article 4: General provisions

The Contractor shall execute the contract with due care, efficiency and diligence in accordance with the best professional practice.

The Contractor shall ensure appropriate visibility of the project and its financial support. Any visibility and communication activities related to the contracted services shall be implemented in accordance with the applicable project and donor visibility requirements communicated by the Contracting Authority.

Article 5: Deliveries and payments

The Contractor shall provide the services in accordance with the agreed technical offer and training schedule.

Payment of 100% of the contract value shall be made within three (3) days after completion of the training, acceptance of the services and receipt of a valid invoice.

* - The Contractor shall provide evidence of the completed training upon request of the Contracting Authority(invoices, photos, document ....).

Article 6: Duration of the contract

The contract is valid from the moment of conclusion until the delivery of services from Part B, or until the contractual obligations are fulfilled at the latest.

Article 7: Cancellation of the contract

The contract can be suspended by the Contractor due to one of the following reasons:

- Contracting Authority not fulfilling payment and other obligations

The contract can be terminated by the Contracting Authority due to one of the following reasons:

- The Contractor is in serious breach of the contract, failing to meet contractual obligations

- The Contractor is bankrupted or being wound up, is having its affairs administrated by courts, has entered into arrangements with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situations arising from a similar situation provided for in national legislation or regulations.

Article 8: Resolving of disputes

Any disputes arising out of or relating to this Contract which cannot be settled otherwise shall be referred to the exclusive jurisdiction of Basic court in Podgorica in accordance with the national legislation.

For the Contractor	**For the Contracting Authority**
Name:	Name:
Title:	Title:
Signature:	Signature:
Date:	Date:

ADMINISTRATIVE COMPLIANCE GRID (to be completed by Contracting Authority)

Contract title :		**Publication reference :**	

Tender envelope number	Name of Tenderer	Is tenderer nationality eligible? (Y/N)	Is documentation complete? (Y/N)	Is language as required? (Y/N)	Is tender submission form complete? (Y/N)	Other administrative requirements of the tender dossier? (Yes/No/Not applicable)	Overall decision? (Accept / Reject)
1							
2							
3							
4							