

## **SPECIFICATION – MEDIA RELATIONS SERVICES**

### **1. INTRODUCTION**

In line with MUT's Goal 4 on targeted national and international engagement, the University will host a global EnergyWaterFoodClimate Nexus Summit from 1 – 4 July 2024, visit [www.mut.ac.za/energywaterfoodclimatesummit](http://www.mut.ac.za/energywaterfoodclimatesummit)

The University seeks the services of a professional media agency to provide pre-summit, during, and post-summit media relations services in line with the summit concept and agenda.

### **2. Target audience**

International, National, and regional media outlets with a focus on relevant publications, radio stations, TV channels, and online news platforms

### **3. Roles and responsibilities**

#### **Pre-Event:**

- Develop a comprehensive media relations strategy aligned with the summit's objectives.
- Identify key media contacts relevant to the summit's themes.
- Draft and distribute press releases announcing the summit, key speakers, and agenda highlights.
- Develop media kits containing press releases, speaker bios, event information, and visuals.
- Pitch stories to relevant media outlets and secure interviews for key speakers with journalists.
- Develop and manage a media list for ongoing communication.



**During Event:**

- Manage media inquiries and facilitate interviews for speakers with attending journalists.
- Issue press releases or updates as needed throughout the summit.
- Monitor media coverage and social media activity related to the summit.

**Post-Event:**

- Issue a final press release summarizing the summit's key outcomes and achievements.
- Develop and provide a post-event report detailing media coverage and its impact.
- Maintain relationships with media contacts established during the campaign.

**4. Mandatory requirements**

To be considered, the agency should submit proof of the following competencies:

- a) Proven experience in developing and executing successful media relations campaigns for similar events. Submit a portfolio of similar work done for a client.
- b) Experience in pitching stories and securing media coverage. Provide at least two press statements that were converted into media stories/coverage.
- c) Excellent writing and communication skills. Access the summit web page ([www.mut.ac.za/energywaterfoodclimatesummit](http://www.mut.ac.za/energywaterfoodclimatesummit)) to get information that must be used to develop a press statement which must be submitted as a PDF document.
- d) Demonstrate the agency's commitment to professional standards and ethical practices within the PR industry. Submit at least two of the following PR certifications and/or membership:
  - a. Membership in a reputable Public Relations Institute (e.g., Public Relations Institute of Southern Africa - PRISA) or South African Editors Forum membership
  - b. Accreditation from a recognized body such as the Southern African Communications Forum (SACF)
  - c. Southern African Communications Forum (SACF) accreditation

Inquiries relating to this specification may be addressed to [zama@mut.ac.za](mailto:zama@mut.ac.za)