Terms of Reference: Development of Group Organizer Learning Resources and Video Series

Background

Experiences Canada (EC) is a national charitable organization funded by Heritage Canada that provides opportunities for youth aged 12–17 to participate in exchanges across Canada. The program relies on Group Organizers (GOs), who coordinate participating youth, prepare for exchanges, and support a safe, meaningful, and successful experience for all participants.

To better support GOs in their roles, EC is seeking a qualified consultant or communications firm to develop a series of practical, engaging learning resources, including educational videos and accompanying toolkits. These resources will help GOs build the knowledge, skills, and confidence needed to plan and deliver successful exchanges.

Objectives

The project aims to:

- Develop practical tools and resources that equip GOs with the knowledge and skills needed to organize successful exchanges.
- Provide in-depth guidance on key aspects of exchange planning and group management.
- Support knowledge sharing across the network.

Scope of Work

The successful proponent will work collaboratively with EC staff and designated GO Champions to design and develop a series of learning resources tailored to the needs of GOs.

The scope of work is expected to include:

a) Content development

- Review relevant EC program materials, guidelines, and existing resources.
- Consult with EC staff and selected GOs or GO Champions to identify learning needs and inform content development.
- Develop clear learning objectives, key messages, and content outlines for each topic.
- Ensure content is practical, accessible, inclusive, and relevant to the diverse contexts in which exchanges take place across Canada.

b) Video production

- Develop and produce four videos (two in English, two in French) using an appropriate format.
- Ensure videos are professionally produced, accessible, and suitable for online distribution.
- Provide final videos in agreed-upon formats for use on EC's digital platforms.

c) Accompanying toolkits

- Develop complementary resources that help GOs apply the information presented in the videos.
- Depending on the topic, resources may include checklists, templates, guides, planning tools, sample communications, and links to relevant EC resources.
- Ensure all materials are easy to navigate, in English and French, practical to use, accessible and consistent with EC's branding and communications standards.

d) Review and finalization

- Incorporate feedback from EC staff and designated reviewers at agreed-upon stages.
- Revise and finalize all deliverables based on feedback.
- Provide editable source files and final production files to EC.

Deliverables

The successful proponent will be responsible for delivering:

- A content framework and proposed format for the video series.
- Video scripts, outlines, or storyboards, as appropriate.
- 4 video files, 2 in English, 2 in French
- Accompanying toolkits and practical resources for each relevant topic in English and French.
- Editable source files and any agreed-upon supporting production materials.

All deliverables will be subject to EC review and approval.

Required Qualifications and Experience

Proponents should demonstrate:

- Experience developing educational, instructional, or training videos and related learning resources.
- Experience in video production, including scripting, filming or animation, editing, and post-production, as applicable.
- Experience developing accessible and inclusive digital content for diverse audiences.

- Strong project management, communication, and collaboration skills.
- Experience working with youth-serving organizations, education, youth exchanges, intercultural learning, or volunteer networks is considered an asset.

Proposal Requirements

Interested proponents are invited to submit a proposal that includes:

- An overview of their proposed approach and methodology.
- Relevant experience and examples of similar projects, including links to video samples or portfolios.
- A proposed project timeline and key milestones.
- The names, roles, and qualifications of the individuals who would undertake the work.
- An itemized budget outlining professional fees, production costs, and any additional expenses.

Project Timeline and Budget

EC seeks to start the project end of November 2026.

All deliverables must be completed and delivered to EC by March 31, 2027.

The total project budget must not exceed $50,000, inclusive of all expenses and taxes. Proposals that demonstrate a cost-effective approach and strong value for money will be viewed favourably.

Submission deadline

Interested applicants are invited to submit their proposals by email to lcarlton@experiencescanada.ca. All proposals must be received by **November 16, 2026** to be considered.

Please contact Lindsay Carlton, Senior Manager, Youth Exchanges Program, at lcarlton@experiencescanada.ca if you have any questions.