



PIRAMIDA

Terms of Reference (TOR)

Marketing, Creative, Social Media & Event Support Services
For Piramida Center and TUMO Tirana

Terms of Reference (TOR)

Marketing, Creative, Social Media & Event Support Services for Piramida Center

1. Background

The Pyramid of Tirana, transformed into the Piramida Center, is today one of the largest innovation, technology, culture, and youth development centers in the region. Following its reconstruction, the Pyramid has become a multifunctional hub dedicated to innovation, education, entrepreneurship, technology, creativity, digital culture, and community engagement.

The Piramida Center hosts a broad range of activities including:

- Educational programs
- Technology and innovation initiatives
- Conferences and forums
- Cultural and artistic events
- Workshops and networking activities
- Youth empowerment programs
- International collaborations and public events

Target Group to reach

- All Ages

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The selected agency will support the positioning of the Pyramid as Albania's leading innovation and youth engagement center while ensuring consistent, high-quality communication and creative output across all platforms and activities. The communication approach should also help shape a distinctive character for the Pyramid, one that reflects its unique journey from a historical landmark into a symbol of transformation, creativity, and innovation. As this change is now a recognized reality, the storytelling should highlight the Pyramid as an open and inclusive space that creates opportunities for every age, bringing together education, technology, culture, entrepreneurship, and community under one iconic destination.

2. Purpose of the TOR

The purpose of this Terms of Reference is to identify and contract a qualified marketing and creative agency that will provide strategic and operational support for:

- Social media management and coverage
- Graphic design and branding materials
- Creative campaign development
- Content production
- Photography and videography coordination
- Communication support and PR
- Event promotion and organization support
- Creative and marketing support for both Piramida Center and TUMO Tirana

The agreement will be established for a period of three (3) years.

3. Objectives

General Objectives

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- Increase local and international visibility of Pyramid of Tirana Position the Pyramid as the largest innovation and creative center in Albania and the region
- Build and communicate a distinctive identity for the Pyramid that reflects its transformation from a historical landmark into a dynamic symbol of innovation, creativity, technology, and community
- Highlight the Pyramid as an open and inclusive destination that creates opportunities for every age group through education, culture, entrepreneurship, technology, and youth engagement
- Promote educational, technological, cultural, and youth-oriented activities
- Enhance audience engagement across digital platforms
- Ensure consistent branding and communication standards
- Support the promotion and execution of events and activities
- Promote leasing opportunities within the Pyramid to attract potential partners and businesses aligned with the mission and vision of the Pyramid

Communication Objectives

- Produce engaging, modern, and innovative communication materials
- Increase online engagement and audience growth
- Promote the impact and achievements of Piramida Center
- Create storytelling around innovation, youth, creativity, and technology by connecting the Pyramid's historical significance with its transformation into a modern hub for ideas, collaboration, and opportunity. The communication should highlight how the space has evolved into a living ecosystem that hosts startups, coworking spaces, educational programs, cultural initiatives, and entrepreneurial communities, positioning the Pyramid as a symbol of progress and the future of innovation in Albania and the region.

4. Scope of Services

A. Social Media Management & Coverage

- Development of monthly social media calendars

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- Creation and publishing of social media content
- Reels and short-form video production
- Copywriting in English and Albanian
- Engagement strategy
- Platform optimization

Platforms may include:

- Instagram
- Facebook
- LinkedIn
- TikTok

B. Graphic Design & Creative Services

- Graphic design for digital and print materials
- Event branding materials
- Posters, banners, invitations, brochures, flyers
- Presentation templates
- Motion graphics
- Infographics
- Social media visual assets
- Branding adaptations and visual identity implementation
- Creative concepts for campaigns and events

C. Content Production

- Video editing
- Promotional videos
- Highlight videos and recaps

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- Documentary-style storytelling content
- Drone footage where applicable

D. Campaign Development

- Develop creative communication campaigns
- Propose innovative marketing concepts
- Create awareness and promotional campaigns
- Support launch campaigns for programs and events
 - Create PR campaigns upon request
- Develop thematic campaigns related to innovation, education, technology, youth, and culture

E. Event Promotion & Organizational Support upon request

- Event communication and promotion
- Event branding and visibility materials
- Registration and attendee communication materials
- Media coordination support
- On-site branding and visual setup
- Creative concepts for event experiences
- Event organizational support upon request

5. Deliverables

- Monthly communication and content plans
- Quarterly reports with KPIs and analytics
- Social media content references
- Graphic design deliverables

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- Campaign concepts and execution plans
- Event communication materials
- Event support services as requested
- Timely implementation of urgent communication needs

6. Duration of Agreement

The contract duration shall be three (3) years from the date of signature.

7. Required Qualifications of the Agency

Mandatory Qualifications

- Proven experience in marketing and communication services
- Minimum of 5 years of relevant professional experience
- Strong portfolio in social media management and graphic design
- Experience working with innovation, education, technology, culture, or youth-related institutions
- Capacity to provide fast-response creative services
- Availability for event coverage and urgent communication needs

Preferred Qualifications

- Experience with international organizations or large-scale institutions
- Experience managing multi-platform campaigns
- Strong creative and strategic communication capabilities
- Experience in event management and production support

8. Performance Expectations

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- Maintain high-quality creative standards
- Ensure timely delivery of materials
- Be proactive and innovative
- Maintain consistent communication with Piramida Center
- Ensure flexibility for urgent requests and event support
- Protect the reputation and public image of both institutions

9. Reporting & Coordination

The agency shall submit:

- Quarterly activity reports
- Analytics and engagement reports
- Campaign performance reports
- Event coverage summaries

10. Proposal Submission Requirements

Interested agencies shall submit:

- Company profile
- Portfolio of relevant work
- List of previous clients
- Proposed methodology and approach
- Team composition and CVs of key personnel
- Financial proposal
- Proposed timeline and workflow
- References from previous projects
- The agency will be required to submit a creative concept proposal presenting the strategic vision, storytelling approach, and communication direction for positioning the Pyramid as a leading hub for innovation, creativity, technology, and community engagement.

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11. Evaluation Criteria

- Relevant experience
- Creativity and innovation
- Quality of portfolio
- Technical capacity
- Understanding of the assignment
- Team expertise
- Financial proposal
- Responsiveness and operational flexibility

12. Confidentiality

All materials, content, designs, and communication developed within the framework of this agreement shall remain the property of Piramida Center and can be used in different channels upon need.

13. Intellectual Property

All creative outputs, designs, visuals, videos, and campaign materials produced under this agreement shall become the exclusive property of Piramida Center and can be used in different channels upon need.

14. Contact Information

Piramida Center

Tirana, Albania

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15. Submission Deadline

24 June 2026

Applications received after the deadline may not be considered.

Terms of Reference (TOR)

Marketing, Creative, Social Media & Event Support Services for TUMO Tirana

1. Background

TUMO Tirana is part of the international TUMO network, a leading free-of-charge learning program focused on creative technologies for teenagers.

The center empowers young people aged 12–18 to develop skills in

- Animation
- Game Development
- Programming
- Robotics
- Filmmaking
- Graphic Design
- Photography
- Music
- 3D Modeling
- Drawing

TUMO Tirana offers a dynamic learning environment combining self-learning, workshops, and project-based labs led by industry professionals. The program is fully supported through a scholarship model, making it accessible to all students regardless of background.

Program

In TUMO Tirana, teens create personalized learning plans using a virtual environment to facilitate the multifaceted curriculum. At TUMO, teens are given the tools and know-how they need to reach their maximum potential, and they chart their own learning path through hands-on activities and projects.

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It is unique, fun and personalized and is based on three complementary principles that integrate theory and practice. Thus, during their TUMO Tirana journey, TUMOians alternate between 3 main learning components:

Self-learning

Through the TUMO Path software, TUMOians lead their personal learning journey. Under the Supervision and encouragement of the Coaches, they attend courses, and tutorials and are assessed on the knowledge gained. Self-taught learning sessions take place twice a week with a duration of 2 hours each. They are interactive and designed to offer a range of skills in each discipline, with the goal that the TUMOian will choose 4 disciplines at the end of this phase.

Workshops

Workshops are led by specialists across TUMO's 10 learning targets. They range from beginner to advanced and culminate in individual or team projects. Each project is published to the participant's portfolio and is sometimes submitted to competitions and festivals or published online and on app stores.

Project Labs

Project Labs are offered on an ad hoc basis by top technology and design professionals from around the world. Instructors come to TUMO every year to lead advanced labs and to work with TUMO teens on real-life projects. Labs can last anywhere from a couple of weeks to several months.

Target Group

- Parents: Focusing on those who might have children that meet the center's age, but also those who have younger children and need to understand the program to create demand for the future.
- Students: Ages 12-18 years old. Focusing on those located in Tirana but also creating awareness in other cities.

The center's activities include:

- Creative technology education programs
- Workshops and masterclasses
- Student projects and exhibitions
- TUMO talks sessions
- International collaborations within the TUMO network
- Community and youth engagement events

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To strengthen the visibility, communication, branding, and outreach of TUMO Tirana the contracting authority seeks to engage a professional marketing and creative agency capable of delivering integrated communication, design, social media, and event support services.

The selected agency will support the positioning of TUMO Tirana as the leading creative technology education center for youth in Albania, ensuring consistent, high-quality communication across all platforms. The communication should reflect TUMO Tirana as an inspiring, future-oriented space where teenagers explore creativity, technology, and innovation in a free and open learning environment.

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The agreement will be established for a period of three (3) years.

3. Objectives

General Objectives

- Increase local and international visibility of TUMO Tirana

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- Position TUMO Tirana as the leading creative technology education center for teenagers in Albania and the most “cool” tech learning hub in the region
- Strengthen the identity of TUMO as a free, accessible, and high-impact learning ecosystem
- Increase new student registrations and overall enrollment in TUMO Tirana programs
- Promote innovation, creativity, and digital skills among youth
- Communicate TUMO Tirana as a place that builds future-ready skills with real value for careers and personal development
- Foster critical and analytical thinking through creative technology education
- Highlight networking opportunities and the strong community ecosystem built within TUMO Tirana
- Showcase student performance outcomes, including improved academic results and higher success rates across different fields compared to peers
- Position TUMO Tirana as a launchpad that equips students with in-demand future skills and acts as a catalyst toward their chosen careers
- Enhance engagement across digital platforms
- Ensure consistent branding and communication standards
- Support promotion and execution of programs, workshops, and events

Communication Objectives

- Produce engaging, modern, and innovative communication materials
- Increase online engagement and audience growth
- Promote the impact and achievements of Piramida Center and TUMO Tirana
- Create storytelling around innovation, youth, creativity, and technology

4. Scope of Services

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- Event communication materials
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- Maintain high-quality creative standards

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- Ensure timely delivery of materials
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14. Contact Information

TUMO Tirana

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