

SOCIAL MEDIA & VIDEO TRAINING PROPOSAL

For Suaimhneas Clubhouse

Prepared by
STUART BURKE
SPB Media Ltd.

stuart@spbmedialtd.com | 087-2686388

WHY CHOOSE SPB MEDIA LTD?

SPB Media Ltd. is proud to present a tailored proposal for social media and video training to support Suaimhneas Clubhouse in expanding its reach and creating impactful digital content.

Our training is designed to:



By combining our expertise with your organisation's commitment to mental health support, **we'll help you** amplify your message and impact.

SOCIAL MEDIA TRAINING

OVERVIEW

This training will focus on practical strategies to help Suaimhneas Clubhouse maximise the potential of platforms like **Facebook, Instagram, and TikTok** to connect with your target audiences.

TRAINING MODULES

Social Media Basics

Understanding platform audiences and behaviours.
Develop content strategies that align with your mental health mission.

Practical Platform Use

Facebook: Managing pages, creating posts, and fostering engagement.
Instagram: Best practices for Reels, Stories, and posts.
TikTok: Creating relatable, high-impact videos and leveraging trends.

Content Creation

Developing authentic, consistent content to tell your story.
Crafting visuals and text sensitive to mental health communication.

Analytics and Optimisation

Tools and techniques to measure success and improve future campaigns.

FORMAT

Two online in-house sessions of 2.5 hours each.
Interactive, with live demonstrations, exercises, and tailored feedback.

VIDEO TRAINING

OVERVIEW

This hands-on training will **empower Suaimhneas Clubhouse** to produce high-quality videos that highlight your mission and **connect with your community**.

TRAINING MODULES

Camera Basics

Choosing the right equipment and settings for mental health-focused storytelling.
Mastering sound and lighting for professional-quality videos

Video Editing

Learning the essentials of video editing with tools like CapCut.
Adding captions, transitions, and colour correction for a polished result.

Creative Production

Storyboarding and planning impactful mental health narratives.
Producing a one-minute video project, combining interviews and b-roll footage.

FORMAT

Two-day, in-person training at Suaimhneas Clubhouse.

PRICING

Social Media Training

Description	Time	Price (€)
Training Preparation and Course Admin	0.5 Days	350
Practical Training on Social Media Platforms	1 Day	900
Post-Training Mentoring and Support (2 Sessions)	0.5 Days	350
		<hr/> Total: 1,600

Video Training

Description	Time	Price (€)
Training Needs Assessment and Equipment Call	0.25 Days	175
Practical Video Training	2 Days	2,600
		<hr/> Total: 2,775

COMMUNITY CONNECTION

WHY CHOOSE SPB MEDIA LTD?

Being based in Dublin, we are well-positioned to provide in-person support to Suaimhneas Clubhouse without any travel barriers.

Our proximity allows us to:

Collaborate effectively with your team, ensuring the training aligns with your unique goals.

Offer continued support and quick responses to follow-ups or queries.

Bring a fresh perspective while understanding the local nuances of your audience and community.

ADDED VALUE

WHAT SETS US APART

Customisation: Training content designed specifically for Suaimhneas Club-house's mental health initiatives.

Ongoing Support: Post-training mentorship and resources tailored to your needs.

Proven Results: A track record of working with organisations to enhance digital communication.

NEXT STEPS

Let's Work Together

Review this proposal and let us know if there are any additional requirements.

Confirm your preferred training dates and formats.

Contact us to finalise details and begin planning your training sessions.

Contact Information:

STUART BURKE

SPB Media Ltd

stuart@spbmedialtd.com | 087-2686388



SPB Media Ltd

14 Brookfield
Artane, Dublin, D05 E6H9
Ireland

Website

www.spbmedialtd.com

Email

stuart@spbmedialtd.com

Telephone

0872686388

Mobile

0872686388

VAT Registration Number

IE 3538379JH

Invoice To

Claire Brennan
Suaimhneas Clubhouse HSE
2nd Floor, River House,
Raheny Shopping Centre,
Howth Road,
Raheny
Dublin 5

Deliver To

Claire Brennan
Suaimhneas Clubhouse HSE
2nd Floor, River House,
Raheny Shopping Centre,
Howth Road,
Raheny
Dublin 5

Customer

Suaimhneas Clubhouse HSE ()

Invoice Number

SI-1278

Invoice Date

03/04/2025

Due Date

03/04/2025

Description	Net	% VAT	VAT	Total
Includes preparation and course setup, one full day of practical training on social media platforms, and two post-training support sessions. Delivered over two days.	1,600.00	23.00	368.00	1,968.00
Includes training needs assessment and equipment call, followed by two full days of hands-on, practical video training.	2,775.00	23.00	638.25	3,413.25

VAT Rate	Net	VAT	Total Net	Total VAT	Total
Standard 23.00% (23.00%)	€ 4,375.00	€ 1,006.25	4,375.00	1,006.25	€ 5,381.25

Notes

SPB Media Ltd
IBAN : IE36AIBK93207842567041
BIC : AIBKIE2D

