

REQUEST FOR PROPOSALS

Strategic Communications & Public Relations Partner

Issued by Hosni "Hoss" Zaouali, on behalf of Voilà Learning, ConnectED Labs, and personal thought-leadership platform

Issue Date: July 13, 2026 | Submission Deadline: Friday, July 31, 2026

1. Overview

Hosni "Hoss" Zaouali is seeking a world-class strategic communications agency to serve as an ongoing operating partner — not an advisor — across three interconnected mandates at the intersection of artificial intelligence, corporate innovation, and education. This RFP outlines the scope, requirements, and process for firms interested in submitting a proposal.

After more than a decade building companies, lecturing at institutions including Stanford University, launching education initiatives across Canada and internationally, and advising leaders in over 50 countries on AI and organizational transformation, this next chapter requires a communications partner capable of taking three distinct but related missions to a global audience.

2. Background

Hosni "Hoss" Zaouali

Hoss is a tech entrepreneur, educator, and international speaker specializing in AI strategy, systems transformation, and the future of learning and work. He is a guest lecturer and course facilitator at Stanford University, where he works with executive leaders from more than 50 countries. His personal platform spans a forthcoming book, thought leadership content, and international speaking engagements on AI, education, entrepreneurship, and the future of work.

Voilà Learning

Voilà Learning designs AI-powered learning experiences that are transforming K–12 and higher education. The company partners with school boards and institutions across Canada and internationally, has signed multi-million-dollar contracts to train tens of thousands of teachers in Canada and Europe, and focuses on augmenting — not replacing — human intelligence in the classroom.

ConnectED Labs

Founded in 2019 and based in Toronto, ConnectED Labs builds customized digital and AI-enabled campuses for educational and corporate institutions, supporting workforce development, digital transformation, and enterprise readiness for the future of work across eight countries.

3. Purpose of This RFP

We are looking for a strategic communications partner to amplify three missions simultaneously, with dedicated attention to each:

Target Markets

This mandate is global in scope. The successful partner must have operational capability — active media relationships, partnership networks, and speaker/event access — across all three of our priority regions:

- North America (Canada and the United States)
- Europe
- Middle East

Mandate	Objective
Voilà Learning	Elevate public profile and share the mission of transforming education through AI-powered learning experiences.
ConnectED Labs	Strengthen enterprise outreach, build strategic partnerships, and bring workforce-readiness solutions to organizations preparing for the future of work.
Hoss — Hosni Zaouali	Expand the reach of his book, thought leadership, and international speaking engagements focused on AI, education, entrepreneurship, and the future of work.

4. Scope of Work

4.1 Voilà Learning — Public Profile & Mission Storytelling

- Develop and execute a media relations strategy targeting education, technology, and business press across North America, Europe, and the Middle East.
- Craft and place thought-leadership and feature content on AI in K–12 and higher education.
- Build and manage relationships with education-sector journalists, analysts, and influencers.
- Support announcement strategy for partnerships, funding, and major contract wins.

4.2 ConnectED Labs — Enterprise Outreach & Partnerships

- Design and execute a B2B communications and outreach strategy targeting enterprise and government decision-makers across North America, Europe, and the Middle East.
- Identify, cultivate, and help broker strategic partnership opportunities with organizations investing in workforce transformation in these markets.
- Produce case studies, sales-enablement content, and positioning materials for enterprise audiences.
- Represent ConnectED Labs at, or secure placement in, relevant industry and workforce-development events.

4.3 Hoss — Hosni Zaouali — Personal Brand & Thought Leadership

- Lead a global book PR and launch campaign, including media placements, reviews, and excerpts.
- Build and execute a thought-leadership content strategy (bylines, op-eds, podcast appearances, LinkedIn strategy).
- Secure international keynote and speaking engagements across North America, Europe, and the Middle East, focused on AI, education, entrepreneurship, and the future of work.
- Manage speaker positioning materials, media training coordination, and press kit development.

4.4 Cross-Cutting Deliverables

- A unified but differentiated narrative strategy connecting all three mandates without diluting each one's distinct identity.
- Monthly reporting on media placements, partnership pipeline, and speaking engagement pipeline, tied to measurable KPIs.
- A single dedicated account team with the capacity to operate across all three mandates in parallel.

5. Partner Requirements

We are seeking a firm with:

- Deep, active media relationships across business, education, and technology press — not dormant contact lists.
- Strong storytelling capabilities across written, video, and speaking formats.
- A demonstrated track record positioning founders, organizations, and global initiatives — with references and case studies.
- Operational capacity and existing relationships or presence across our priority markets: North America, Europe, and the Middle East.
- Experience in both B2C-style public profile building and B2B enterprise/partnership communications.
- Book PR and international speaker placement experience.

What We Are Not Looking For

This mandate is for a firm with operational capabilities — doers, not just thinkers. We are not looking for an advisory or strategy-only consultancy. Proposals should demonstrate hands-on execution capacity: media placements secured, partnerships brokered, and speaking engagements booked, not frameworks and recommendations alone.

6. Budget & Engagement Structure

Estimated Annual Budget	\$120,000- \$200,000 USD, inclusive of agency fees and out-of-pocket expenses
Engagement Type	Ongoing retainer preferred; firms may propose a hybrid retainer + project-based structure across the three mandates
Term	Initial 12-month engagement, with option to renew based on performance

Firms are required to provide a detailed cost and fee proposal based on the scope outlined in this document. Proposals may feature an ongoing retainer or a hybrid structure (retainer + project-based milestones) distributed across the three mandates.

7. Timeline & Process

1. **RFP Issue Date:** July 13, 2026
2. **Deadline for Questions:** Friday, July 24, 2026 (All clarifying questions must be submitted via email to binny.arora@voilalearning.com; answers will be compiled and shared back with all participating agencies).
3. **Proposal Submission Deadline:** Friday, July 31, 2026
4. **Review Window:** Applications will be reviewed as they are received; shortlisted firms will be contacted for an initial call within 1–2 weeks of submission.
5. **Onboarding:** Selected partner onboarding will begin immediately following finalist selections.

8. Proposal Submission Requirements

Interested firms should submit the following by Friday, July 31, 2026:

- **Format Constraint:** Submissions must be delivered in digital PDF format and are strictly capped at a maximum of 20 pages (inclusive of front and back layout pages)
- **Agency Overview:** Size, organizational structure, and relevant sector experience.
- **Case Studies:** Two to four case studies demonstrating comparable global work (founder positioning, enterprise partnerships, book/speaker PR), including measurable outcomes.
- **Strategic Approach:** High-level operational plan and methodology for each of the three mandates.
- **Proposed Schedule & Targets:** A comprehensive operational timeline mapping out key delivery milestones, tracking parameters, and targeted performance outcomes.
- **Team Bios:** Staffing breakdown for the account, explicitly highlighting day-to-day leads.
- **References:** Active contact information from at least two current or former clients.
- **Fee Structure:** Your financial proposal itemizing fees against the defined tracks.

Submissions and referrals should be sent to Megan Esopenko at megan.esopenko@VoilaLearning.com. If you know a firm or individual who should be part of this conversation, introductions and tags are welcome.

9. Evaluation Criteria

- Demonstrated media relationships and placement track record
- Storytelling quality and creative approach
- Evidence of operational execution (not advisory-only engagements)
- Relevant experience across education, enterprise, and personal/founder branding
- Geographic reach and relationships across North America, Europe, and the Middle East

- Team quality, availability, and proposed fee structure

10. Contact

Submit questions to: Binny Arora — binny.arora@voilalearning.com

Submit proposals to: Megan Esopenko — megan.esopenko@VoilaLearning.com

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