



REQUEST FOR QUOTATION – SAE 07/2016

SPECIALISED SOCIAL MEDIA MANAGEMENT FOR A PERIOD OF 12 MONTHS

1. Background

The Durban ICC is one of the world's leading events and meetings destinations. In order for the Durban ICC brand to reach a wider audience and thus promote brand awareness, the company needs to increase website and brand exposure via on-line social media initiatives.

Given that the specialised skills and capacities required do not exist within the organization, it is necessary for the company to appoint a service provider who will provide these services to achieve the maximum growth in the company's social networks.

2. Purpose of the request for proposal

The Durban ICC requires the services of an experienced and competent social media agency to expand the company's existing social media networks in order to promote goodwill and brand loyalty associated with the Durban ICC, from the larger on-line community.

The appointed service provider will work closely with the Durban ICC Marketing Department to:

- Create and deliver engaging online content;
- Formulate ideas and sources to increase exposure and brand awareness;
- Increase awareness of current and new service offerings;
- Increase fan growth by no less than 1000 new followers per month; and
- Manage and grow fan base for each of the following networks:
 - ✓ Facebook;
 - ✓ Twitter;
 - ✓ Instagram;
 - ✓ Google +;
 - ✓ YouTube; and
 - ✓ LinkedIn

3. Mandatory Scope of Services

| Does the Service Provider comply with the Mandatory Scope of Works? Please tick as illustrated | Yes | No |
|--|------------|-----------|
| | ✓ | X |
| Agency Experience and Account Management Team | | |
| • Service provider to be fully represented in Durban | | |
| • Service provider's team to include account executive capacity (Designated Community Manager for our account) | | |
| • Service provider to demonstrate its ability to service the Durban ICC account from its Durban offices | | |
| Experience | | |
| • Social media experience managing similar brand/company deliverables | | |

| Does the Service Provider comply with the Mandatory Scope of Works? Please tick as illustrated | Yes | No |
|---|-----|----|
| | ✓ | X |
| • Experience in live event social media reporting, coverage and engagement | | |
| • Experience in demographically targeted advertising campaigns | | |
| • Facilitating and executing social advertising campaigns that increase fan growth | | |
| Dedicated Team for Social Media Services to include: | | |
| • Project Manager to be involved in all communications, strategies and direction (Must possess a minimum of 10 years' experience in digital media) | | |
| • Graphic web designer to execute design elements for special communications (Must possess a minimum of 5 years' experience in delivering graphic design elements within brand guidelines) | | |
| • Social media expert for content production and community management. Full-time English speaking (Must possess a minimum of 5 years' experience) | | |
| • Web Developer for on-line competition development and Facebook apps production. Full-time in-house developer (Possess a minimum of 5 years' experience in open source and Facebook API development) | | |

Please Note: Failure to meet all of the stipulated mandatory requirements will result in the service provider being deemed non-responsive and not evaluated further.

4. Conditions of Service

- 4.1 It is the intention of the Durban ICC to enter into a formal Service Level Agreement (SLA) with the successful Service Provider. The Durban ICC will be entitled to withdraw from the SLA subject to the operational requirements of the Durban ICC with one month's written notice to the consultant at any time within the period of contract.
- 4.2 This service provider will be responsible for the social media content management, daily updates and strategic consulting of all Durban ICC social platforms.
- 4.3 The Durban ICC reserves the right to appoint one or more service providers to manage the social media portfolios or to not make an appointment if the proposals are deemed inadequate or unsuitable in terms of the requirements of the organization from the submissions received.
- 4.4 All content belonging to the Durban ICC, including all pre-existing logos and trademarks, shall remain the sole property of the client and shall be the sole owner of all rights in connection therewith.
- 4.5 The Durban ICC will retain all rights and title to any original artwork commissioned from the service provider, including all rights to display or edit such artwork.
- 4.6 The service provider shall provide the Durban ICC with original artwork for all projects in an editable format of the client's choice.
- 4.7 There will be no contractual obligation extending beyond the 12 month period.

5. Evaluation of the Request for Quotation

- The evaluation of the proposals will be based on the following quality criteria. A minimum quality criteria score of 70 must be obtained in order for the bidder to be deemed responsive and evaluated at the next stage, in terms of price. A bidder, who does not meet the minimum quality criteria score of 70, will be deemed non-responsive and not evaluated further.

| Evaluation Criteria | Weighting |
|--|------------------|
| 5.1 Examples of previous services rendered (NB. Three references of similar services performed for other entities are to be submitted together with this RFQ) | |
| • Social media competition. | 5 |
| • Live event coverage and management. | 10 |
| • Portfolio of social media management. | 10 |
| 5.2 Supply Facebook Report for recent “Likes” campaigns - Cost per Like (CPM)- SUBMIT | |
| • Break down Cost per Acquisition. | 5 |
| • Budget Allocation. | 5 |
| • Overall CPM for each campaign. | 5 |
| 5.3 Account and community management team (NB. The CV's of the project team members as well as the project team organogram must accompany this RFQ) | |
| • Company Experience. | 5 |
| • Team structure and experiences | 5 |
| 5.4 Community Management Experience (NB. Names and proof of previous social media contracts facilitated) | |
| • Management and responsible for Facebook fan pages with over 100,000 fans (likes) | 10 |
| • Management and responsible for Twitter fan pages with over 9,000 followers | 10 |
| • Management of at least 3 prominent brands on a full-time basis within the Durban community | 5 |
| 5.5 Comprehensive proposal outlining (NB. A detailed proposal must be submitted together with this RFQ) | |
| • Social media channel breakdown and approach. | 10 |
| • Live event strategy and breakdown. | 5 |
| • Return on Investment (ROI) analysis and reporting | 10 |
| Total | 100 |



6. Preconditions

A written proposal/quotation will not be considered unless the service provider who submits the quotation provides the following with their proposal/quotation:

- 6.1 Full name.
- 6.2 Identification or company or other registration number.
- 6.3 Tax reference number and VAT number, if any.
- 6.4 Valid original Tax Clearance Certificate from the South African Revenue Services which proves that the service provider's tax matters are in order.
- 6.5 Valid BBBEE Certificate.
- 6.6 MBD 4 Declaration of Interest form must be completed.
- 6.7 Statement that the company's water, electricity and rates are up to date or formal payment arrangements have been made.

7. Requirements to submit quotations

- 7.1 All schedules in this document must be populated and will form part of the quotation.
- 7.2 A completed ICC Durban (Pty) Ltd supplier application form which is available for download from the Durban ICC website (www.icc.co.za). Alternatively, if the supplier is registered on the Durban ICC database, then the service provider need only submit their supplier number. All the mandatory documents must be included with this application.

8. Compulsory Pricing Schedule

| Description | Price/ Hour | No. of hours | Frequency | Total (Price per hour x No. of hours x Frequency) |
|--|-------------|--------------|-------------|--|
| Social Media Management (Includes weekend monitoring, automated tweets and running basic social media competitions for activations at the Durban ICC) | R | 15 | x 12 months | R |
| Management of fan "Likes" and social media advertising campaign | R | 5 | x 12 months | R |
| On site live social media coverage throughout selected events | R | 5 | x 6 events | R |
| Total (Excl. VAT) | | | | R |
| 14% VAT | | | | R |
| Total (Incl. VAT) | | | | R |



I.....being duly authorized thereto by do hereby confirm that the information contained herein is true and correct and acknowledge that, should it be established that any of the information contained herein is false and incorrect, my company may be disqualified from quoting to the Durban ICC.

Signature: _____

Date: _____

Note: Failure of a Service Provider to complete and sign this page will invalidate the quotation

9. Contact Person

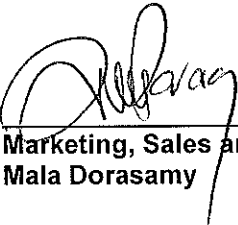


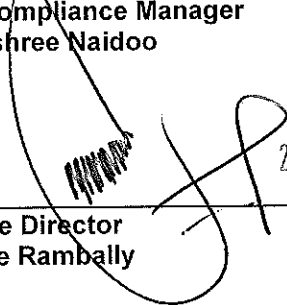

Scott Langley – Sales and Marketing Manager
Tel: 031 360 1315
Email: scottl@icc.co.za

10. Closing Date

Quotations together with this document and supplier registration forms are to be placed in a sealed envelope marked for the attention of the Procurement Department and are to be placed in the Tender Box at the Durban ICC security entrance on the ground floor, 45 Bram Fischer Road Durban before **12:00 on 12 April 2016**



11. Request for proposals approved by:

| |
|---|
|  Marketing, Sales and Events Director Mala Dorasamy |
|  24/03/2016 SCM Compliance Officer Ritesh Ramkissoon |
| P.P.  24/03/2016 SCM Compliance Manager Thenashree Naidoo |
| PP.  2016-03-24 Finance Director Melanie Rambally |
|  30/3/16 Chief Executive Officer Lindiwe Rakharebe |



12. Past experience in similar assignments

| Assignment Description | Key Elements | Date Completed | Contact Person and Telephone Number | Assignment Value |
|------------------------|--------------|----------------|-------------------------------------|------------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |

I.....being duly authorized thereto bydo hereby confirm that the information contained herein is true and correct and acknowledge that, should it be established that any of the information contained herein is false and incorrect, my company may be disqualified from quoting to the Durban ICC.

Name: *(Block Capitals)* _____

Signature: _____

Date: _____

13. Declaration of Municipals Fees

I / we do hereby declare that the Municipal fees of the company:-

.....
(Company Name)

are, as at the date of the quotation closing, fully paid up, or arrangements have been concluded with the Municipality to pay the said fees:

| Account | Account Number * |
|-------------|------------------|
| Electricity | |
| Water | |
| Rates | |
| | |

*** To be completed by Service Provider.**

I / we acknowledge that should it be found that Municipal fees are not up to date, the Council may take such remedial action as is required, including termination of contract and any income due to the Company shall be utilized to offset any monies due to the Council.

In addition to completion of the above – **please attach a copy of your Metro Bill**

Name: (Block Capitals) _____

Signature: _____ **Date:** _____
(of person authorized to sign on behalf of the Tenderer)

14. MBD4 Declaration of Interest

14.1 No bid will be accepted from persons in the service of the state¹.

14.2 Any person, having a kinship with persons in the service of the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid. In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons connected with or related to persons in service of the state, it is required that the bidder or their authorised representative declare their position in relation to the evaluating/adjudicating authority.

14.3 In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

14.3.1 Full name of bidder or his/her representative

14.3.2 Identity number:

14.3.3 Position occupied in the Company (director, trustee, shareholder²):
.....

14.3.4 Company Registration Number:

14.3.5 Tax Reference Number:

14.3.6 VAT Registration Number:

14.3.7 The names of all directors / trustees / shareholders members, their individual identity numbers and state employee numbers must be indicated in paragraph 4 below.

References:

¹ MSCM Regulations: "in the service of the state" means to be –

(a) a member of –

- any municipal council
- any provincial legislature
- the National Assembly or the National Council of Provinces

(b) a member of the board of directors of any municipal entity;

(c) an official of any municipality or municipal entity;

(d) an employee of any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);

(e) a member of the accounting authority of any national or provincial public entity;

(f) an employee of parliament or a provincial legislature.

² "Shareholder" means a person who owns shares in the company and is actively involved in the management of the company or business and exercises control over the company.

14.3.8 Are you presently in the service of the state?
If yes, furnish particulars:

| | |
|-----|----|
| YES | NO |
|-----|----|

14.3.9 Have you been in the service of the state for the past twelve months?
If yes, furnish particulars:

| | |
|-----|----|
| YES | NO |
|-----|----|

14.3.10 Do you have any relationship (family, friend, other) with persons in the service of the state and who may be involved with the evaluation and/or adjudication of this bid?
If yes, furnish particulars:

| | |
|-----|----|
| YES | NO |
|-----|----|

14.3.11 Are you aware of any relationship (family, friend, other) between any other bidder and any persons in the service of the state who may be involved with the evaluation and/or adjudication of this bid? If yes, furnish particulars:

| | |
|-----|----|
| YES | NO |
|-----|----|

14.3.12 Are any of the company's directors, trustees, managers, principal shareholders or stakeholders in service of the state?
If yes, furnish particulars:

| | |
|-----|----|
| YES | NO |
|-----|----|

14.3.13 Is any spouse, child or parent of the company's directors, trustees, managers, principal shareholders or stakeholders in service of the state? If yes, furnish particulars:

| | |
|-----|----|
| YES | NO |
|-----|----|

14.3.14 Do you or any of the directors, trustees, managers, principal shareholders or stakeholders of this company have any interest in any other company or business whether or not they are bidding for this contract? If yes, furnish particulars:

| | |
|-----|----|
| YES | NO |
|-----|----|

15. Full details of directors / trustees / members / shareholders

| Full Name | Identity Number | State Employee No. |
|-----------|-----------------|--------------------|
| | | |
| | | |
| | | |
| | | |
| | | |

Signature

Date

Capacity

Name of Bidder