

SAT MEISEA 006/23

**APPOINTMENT OF A PUBLIC RELATIONS
AGENCY**

Date: 07 August 2023

VIRTUAL COMPULSORY BRIEFING SESSIONS, 07 AUGUST 2023 @12pm



PROCUREMENT PROCESS
(EVALUATION PHASES)



TENDER SUBMISSION



QUESTIONS AND
ANSWERS (Q&A)

1. PROCUREMENT PROCESS (EVALUATION PHASES)

SUMMARY OF THE EVALUATION PHASES

Phase 1 Administrative and Mandatory bid requirements	Phase 2 Functional Technical Evaluation & Pitch Presentation	Phase 3 Price evaluation
<p>Bidders' responses will be evaluated based on Table 2 below before considering the next phase if the bidder qualifies.</p> <p>A bidder that failed to attend or <u>provide proof of attendance</u> at the compulsory briefing session will not be considered for the next phase.</p>	<p>Bidder(s) are required to achieve a minimum threshold of <u>75% to advance to Phase 3</u></p> <p>The Tender/Evaluation Matrix Cross Reference: Bidders should reference the criteria to the portfolio of evidence in the bid proposal. – it is of vital importance that systematic scoring can be carried out.</p> <p>NB: Bidders that qualify for this stage will be required to present the submitted proposal as part of the technical evaluation as part of the assessment and evaluation.</p> <p>Therefore, bidders are required to be ready to be called in for the pitch presentation evaluation. No proposal will be evaluated without the pitch presentation.</p> <p>Bidders are required to reference page numbers in Bid Proposals next to the criteria under Table 2</p>	<p>The bidder who advances to Phase Three (3) will be evaluated based on <u>Price comparison</u>, and SA Tourism will appoint the bidder who is cost-effective.</p> <p>Bidders must submit <u>separate envelopes with financial/commercial information</u> clearly marked with the bidder's name and tender name envelope, Pen/USB format.</p>




PHASE 1

ADMINISTRATIVE AND MANDATORY BID REQUIREMENTS

All documents
must be completed
and signed off as
required

Document or information that must be submitted or disclosed	YES/NO	Non-submission may result in disqualification?
Attendance of compulsory briefing session		Proof/link of attendance at the compulsory briefing session <i>(None attendance of the compulsory briefing session results in disqualification)</i>
Confirmation of valid Tax Status		Written confirmation and proof of the bidder's tax compliance status, if applicable
Annexure A-Invitation (SBD 1)		Complete and sign the supplied SBD 1
Annexure E-Declaration of Interest - SBD 4)		Complete and sign the supplied SBD 4
Google Analytics Individual Qualification <i>(At least one person from the proposal project team must be in possession of the valid certificate)</i>		Failure to submit the individual certificate will result in disqualification.
Proof of Joint-venture, consortium, or sub-contracting agreement if applicable.		The written undertaking of the Joint venture, consortium commitment between the main bidder and partner(s)/subcontractor(s).
Is the bidder currently (to the point servicing any of the direct competitors, <u>such as Australian Tourism, New Zealand Tourism, Kenya Tourism and/or Switzerland Tourism, at the time of this bid?</u> If the answer is YES, such a bidder is not eligible to bid due to overlap in strategies and concepts between these markets on confidentiality and may lead to negative conflict and suffer the deliverable between the highlighted competitors.		NB: This does not exclude bidders that previously offered any of their services to the mentioned direct competitors (i.e., Australian Tourism New Zealand Tourism, Kenya Tourism and/or Switzerland Tourism); if it's a previous contract, such a bidder is eligible to bid. However, a false declaration will result in disqualification or termination of service should the bidder be recommended.



Phase 2:
Technical
Evaluation Criteria

All bidders are required to respond to the technical evaluation criteria scorecard and provide information/portfolio of evidence that they unconditionally hold the available capacity, ability, experience, and qualified staff to provide the requisite system, technical and functional support to South African Tourism under this tender.

Bidders are required to achieve a minimum threshold of **75%** to proceed to phase 3: (Price). Bidders who do not achieve the minimum threshold will not be further considered.

NB: NB: Bidders that qualify for this stage will be required to present the submitted proposal as part of the technical evaluation as part of the assessment and evaluation.

Therefore, bidders are required to be ready to be called in for the pitch presentation evaluation. No proposal will be evaluated without the pitch presentation.



NB: Bidders that qualify for phase 2 will be required to present the submitted proposal as part of the technical evaluation as part of the assessment and evaluation.



Therefore, bidders are required to be ready to be called in for the pitch presentation evaluation. No proposal will be evaluated without the pitch presentation.



The pricing schedule provides guidance based on historical needs for PR in order for bidders to understand the past even though the future or during the contractual arrangement, activities and requirements might differ.

100%	Percentage points allocated for functionality	
75%	Lowest acceptable % for functionality - Tenderers with less than this score will be eliminated and will not proceed to the next phase.	
Deliverables / Performance Indicators:		
Bid Evaluation Committee (BEC) member will rate each individual criterion on the score sheet using the value scale/matrix under Table 4	Value allocated	Reference page in submission
Evaluation Criteria 1: Campaign strategy: Showcase a localised/relevant PR strategy, design, and creation in conjunction with other marketing disciplines to enable integration across traditional channels and online platform utilizing innovative mechanisms to enhance the brand.	25	
Evaluation Criteria 2: Brand, Consumer and Trade-Facing PR: Showcase innovative methods/approaches for running brand, consumer, and trade-facing PR. Also, showcase 2 case studies depicting the above	20	
Evaluation Criteria 3: Reputation Management and Crisis Communication: Showcase an example of proactive reputation management. Also, highlight an example of a crisis and how effectively it was solved (showcase the reason for the crisis and also showcase proof of how it was resolved)	20	
Evaluation Criteria 4: Measurement and reporting: brand performance monitoring, competitor performance tracking and reporting - approach, service and tools that will be made available to South African Tourism.	10	
Evaluation Criteria 5: Intelligence and information usage: Showcase understanding of the tourism industry and levers that can be used for impact. The agency will have to be able to deliver an insight report for competition campaigns (what worked and didn't). It is also imperative that the agency understands tourism and MUST have worked with a client within the international travel and hospitality sector. The agency must also showcase relevant experience with an international tourism board along with experience in the African market	15	
Evaluation Criteria 6: Agency credentials and servicing team: The agency will be expected to present a body of evidence that clearly illustrates its ability to interpret global brand strategies and localisation. The agency also needs to show the proven experience of the proposed team to be deployed to the project. A minimum of 10 years of experience for the agency as well as each individual servicing the account is a must	10	

Phase 3: Price evaluation

The bidder who advances to Phase Three (3) will be evaluated based on Price comparison, and SA Tourism will appoint the bidder who scores the highest point.

QUESTIONS AND ANSWERS

Bidders are to communicate any technical enquiries through the nominated official in writing.

No later than 10 August 2023.

All responses will be shared with all those that participated or attended the compulsory briefing session by 15 August 2023 unless advised otherwise.

TENDER SUBMISSION PROCESS

Tenders should be hand delivered or couriered to the following address to reach the destination no later than Thursday, August 31, 2023, @ 12pm Indian Standard Time at South African Tourism, Urmi Estate, 10th Floor, 95, Ganapatrao Kadam Marg, Lower Parel West, Mumbai, Maharashtra 400013 (INDIA). *No late submissions will be accepted.*

All tenders need to be submitted in 2 envelopes.

Envelope 1: All requested documents + printout of pitch Presentation that includes scope of work+ Pen/USB drive of pitch presentation (**please note: DO NOT QUOTE YOUR RETAINER FEES ON THE PITCH PRESENTATION INFORMATION**)

Envelope 2: Price proposal based on the retainer fees (printout + Pen/USB drive) **Closing date 31 August 2023 @12PM**



SUBMISSION INFORMATION

(Please clearly proposal, original vs copy) with the following markings:

Tender Number: SAT MEISEA 006/23

Description: APPOINTMENT OF A PUBLIC RELATIONS AGENCY

Closing date: **31 August 2023 @12pm**

Name of Bidder: (Bidder/supplier's name/details)

Contact Person: (Bidder's representative)



Mpumalanga
Kuger National Park



Q & A ?

