

PUNJAB BOARD OF INVESTMENT AND TRADE
BUILDING PARTNERSHIPS

TENDER DOCUMENT

FOR

**PROCUREMENT OF CREATIVE MANAGEMENT AND
SERVICES FIRM**

FOR THE EVENT TITLED

“PARTICIPATION OF PUNJAB IN DUBAI EXPO 2020”

FOR THE MONTH OF NOVEMBER, 2021

IN

DUBAI, UAE

1. GENERAL

The World Expo is a thematic event that takes place every 5 years, and runs for 6 months, with a strong emphasis on innovation and entertainment. It is a “Festival for All”, where everyone can Experience, Explore, Innovate and have Fun by Sharing Ideas and Working Together.

Dubai Expo 2020 is taking place this year from 1st October 2021 till 31st March 2022 with the theme of “Connecting Minds and Creating Future”. It will have almost 210 pavilions including 192 country pavilions. The Government of Punjab is planning to actively participate in this Expo in the month of November 2021.

During its participation, the Government of Punjab is planning various activities in multiple venues at the Expo site to actively promote Punjab as a complete package with its culture, lifestyle, tourism and various economic and investment opportunities that it extends to potential investors. A mega Business Forum is also expected to be held during this period. The proposed list of activities consists of the following:

- 17 Panel Discussions
- 34 Seminars
- 10 Special Events
- 5 Thematic Events
- 5 Expo Led Events
- 1 Business Forum
- 1 Ministerial Dinner
- 2 Fashion Shows
- 9 Musical Events
- 30 Cultural Events (Courtyard Activity)
- Daily Football Penalty Kicks Competition (Courtyard Activity)
- Daily VR Cricket activity (Courtyard Activity)
- Daily Punjabi Food Sampling (Courtyard Activity)
- Virtual Tour of Punjab (Courtyard Activity)
- Daily Random Giveaways Activity (Courtyard Activity)

Punjab Board of Investment and Trade (PBIT) has been appointed as the executing agency by the Government of Punjab for the Dubai Expo activities. PBIT is seeking proposals from suitable, registered and experienced Creative Management and Services Firms (CMF), through a competitive process, to support the smooth

implementation of the **“Participation of Punjab”** in the Dubai Expo 2020 from 1st November 2021 till 30th November 2021. This shall be achieved by effective collaboration with the on ground Event Management Agency appointed by the Government of Pakistan to manage the affairs at the Pakistan Pavilion in the Dubai Expo 2020.

2. TENDER REQUIREMENTS

Punjab Board of Investment and Trade is requesting proposal from registered Advertising Agencies / Marketing Firms / Creative Consultancy Firms to provide “Creative Management and Services” for Punjab’s participation in Dubai Expo 2020 for the month of November, 2021.

The Terms of References (TORs) outlines the Scope of Work (SOW) and Deliverables required. It also outlines the information that should be included in your proposal. To be considered, the tender/ proposal must be submitted by **September 17, 2021 by 11:00 AM sharp** to:

“Punjab Board of Investment and Trade”

23-Aikman Road, GOR-I, Lahore

Please direct all your queries to the Administration Department

PBIT reserves the right to reject any or all proposals submitted. PBIT also reserves the right, where considered necessary, to request additional information or clarifications from the agencies/firms/companies, or to allow corrections of errors or omissions. At the discretion of the competent authority; firms submitting proposals may be requested to make presentations as part of the evaluation process. The procurement of the Advertising Agencies / Marketing Firms / Creative Consultancy Firm, from hereon called CMF, shall be in compliance with the Punjab Procurement Regulatory Authority Rules.

3. TERMS OF REFERENCES (TORs)

- a. Term of Engagement:** The services are required for the upcoming series of activities titled “Participation of Punjab in Dubai Expo 2020”, in Dubai, UAE.

b. Nature of Services Required: The approved firm will be hired to render the following services:

- I. Procurement of “Creative Management and Services”
- II. Procurement of goods i.e. Gifts/Giveaways, Print and Electronic Marketing Collateral, etc. related to Punjab’s participation in Dubai Expo 2020.

c. Scope of Work:

The successful company is expected to perform the following tasks as CMF under “Creative Management and Services”

Strategic Direction:

Overarching Conceptualization, Strategy Development and On-Going PR and Social Media Support for

- Awareness, Image Reinforcement and Digital Excellence - Strategy & Execution
- The CMF will lead all strategy and execution meetings with the internal PBIT team, any/all members of the Dubai Team and third party vendors on behalf of the client, specifically for client communication, ideation and execution for Dubai Expo 2021, i.e. Website Development, Social Media Management, Branding Opportunities, Events/Activations, et al.
- The CMF will provide counseling management at all levels in the organization with regard to communication, taking into account their public ramifications and the organization’s social or citizenship responsibilities.
- The CMF will provide consultancy and advice on events, activities and any/all possible and relevant collaboration opportunities: sense checks, feedback, updates, et al.
- Ideate concepts & special events designed for outreach for Punjab at the Dubai Expo [PBIT LED EVENTS]
 - Panel Discussions
 - Seminars
 - Musical Events
 - Fashion Shows
 - Exhibitions
 - Courtyard Activities
 - Special Events:
 - Iqbal Week Celebrations
 - The Business Forum
 - Co-Curated Events, with other countries/pavilions
 - Ministerial Dinner
- Ideate concepts & special events designed for outreach for Punjab at the Dubai Expo [EXPO LED EVENTS]

- Panel Discussions
- Seminars
- Women's Pavilion Events
- Jubilee Beats
- Co-Curated Events, with other countries/pavilions
- The CMF to share ideation with the client to help create news, stories, photo opps and relevance
- The CMF will facilitate media tours for key PBIT led events, where required
- The CMF will facilitate individual profiling of Punjab Leadership, Speaking Opportunities, et al.
- The CMF will create opportunities for the company and Punjab Leadership to appear in the media in the form of features, profiles, previews, interviews, and determining which channels/online sources/print we will target and when to achieve the aforementioned.
- The CMF will create opportunities to generate word of mouth hype through planned and strategic associations, advocacy, et al
- The CMF will advise, consult and direct all third parties engaged for PBIT for their content output: this includes: influencers, partners, sponsors, Punjab Leadership's own voice on social media et al
- The CMF will provide consultancy and advise on which media to engage for the duration of the Dubai Expo and when.
- The CMF will work closely with the PBIT team in a pro-active manner and work on potential Q&As, crisis communication solutions, et al for Dubai Expo 2020.
- The CMF will shortlist and connect with potential partners and sponsors for Dubai Expo 2020 for November 2021
- The CMF will liaise with MOIB and DGPR for daily media releases and dissemination
- The CMF will facilitate international stories driving our PR narrative for Punjab at Dubai Expo 2020

**Branding:
Content Development [Editorial]**

The CMF will be responsible to the following editorial writings for the duration of the agreement:

- All editorial content for the Dubai Expo 2020 programming for the month of November
- Composition of any profiles
- Key messaging, articles, op-eds, write-ups, messaging for advertorials, et al
- Creating documents on potential FAQ'S & Key Messages for the PBIT in a pro-active manner.
- Composition of press releases or newsbytes to all identified including relevant publications, television channels, freelance journalists and the media industry at large.

- Speech writing, editing and coordination for Speaking Sessions.
- Narrative and discussion pointers writing for key meetings with the press.
- Narrative and discussion pointers for key meetings with various stakeholders and potential partners/collaborators.
- Narrative writing for any letters/emails/notes on behalf of CEO.
- Crisis public relations strategies, statements and coordination where required.
- Tweet and endorsement writing for influencers engaged to hype the company.
- Provide editorial support for the marketing and digital amplification of Dubai Expo 2020 for the month of November 2021, in terms of content editing, structure and communication consistency.

Content Development [Visual]

- The CMF will ideate, develop and design a complete visual identity for Dubai Expo 2020 on behalf of PBIT for November 2021. This includes:
 - Campaign Logo
 - Campaign Branding Guidelines
 - Mascot Design
 - Master Program/Calendar
 - Individual digital flyers for each:
 - Concert
 - Seminar
 - Panel Discussion
 - Fashion Show
 - Co-Curated Events
 - Special Events
 - Social Media Templates
 - Animated Videos for on-ground activity and promotions [concerts, fashion shows, et al]
 - 3D Renders of all three spaces available at the Pavilion [courtyard, Pak-Talk and Networking Area]
 - Any/all digital banners, posters, programming calendars for on-ground display
- The CMF will design the sponsorship proposal for potential partner/s

Collaterals:

The CMF will assist in developing and designing these elements [Printed Materials]

- All booklets, brochures, leaflets, program/schedule, et al.
- Designing any/all souvenirs, giveaway materials

The CMF will assist in developing and designing these elements [Video Materials]

- 2 to 5 Minute Short Documentaries covering introducing different facets of Punjab

- 2 to 5 Minute Short Documentaries covering All Key Departments in Punjab:
 - Tourism
 - Agriculture
 - Sports
 - Health
 - Energy
 - Technology
 - Science
 - Education
 - Religion, et al.

Talent Management:

Stakeholder & Influencer Management/Networking & Association

- The CMF will help scout, shortlist, negotiate and coordinate with all key talents for the followings:
 - Courtyard Performers [dancers & music performers]
 - Exhibitors
 - Panel Discussion Participants
 - Seminar Participants
 - Musicians
 - Fashion Show
 - o Choreographer/Show Director
 - o Hair & Makeup Artists
 - o Designers/Brands
 - o Models
 - Event Hosts/Moderators/Special Guests
 - Actors/Celebrities/Personalities for dovetail, Expo-Led and PBIT-Led Events
 - Influencers/YouTubers being flown in from Pakistan to cover Expo activities

Event Management Coordination:

CMF will manage and coordinate the complete on-ground activations and setup for Punjab at Dubai Expo 2020

- The CMF will work closely with the PBIT and the event management team to work on the on-ground execution plan.
- The CMF will manage the following for all on-ground activities including Courtyard Activities, Concerts, Fashion Shows, Seminars, Panel Discussions, Special Events, Expo-Led Events, et al
 - Overarching strategy
 - Program outline
 - Talent management
 - Collateral sourcing
 - Collateral/content creation
 - Stakeholder management

- Audio/visual management
- Research and editorial of talking points
- The CMF will be responsible for the following for the launch event:
 - Liaising with the event manager for all audio visual content to be displayed at these events.
 - The complete travel and lodging logistics of all media and celebrities [if engaged], where required.
 - Guest, Celebrity, Influencer, Media List Management and Invitations.
 - Aligning the event flow.
- The CMF will coordinate with the event organisers for all briefings, speeches, talks, et al.
- The CMF will coordinate with all relevant moderators, hosts, et al briefings on which key points on which to focus, what questions to ask, et al.
 - Complete on-ground client management.
 - On-ground guest management of all attendees.
 - On-ground seating management.
 - On-ground media management.
 - On-ground red carpet management.
 - On-ground welcome desk management.
 - On-ground giveaways dissemination.
- The CMF will work closely with the Event Management Team to create digital content which will be used throughout November 2021
 - On-ground management to ensure video and pictorial document of the entire event.
 - Ensuring all media use the official hashtags for all digital content uploads and official name of and designation in all subsequent print or televised content
 - Ensuring all relevant media, influencers and personalities are introduced to the client.

Social Media Management:

Account creation & maintenance

- Fulfilling requirements for account creation and regular maintenance services

Identifying target audiences

- Developing strategies for different audience streams and channels

Content management

- Content curation, social media calendar development, content posting, research & reposting

Social media monitoring

- Social media insights and reporting, monitoring trends, hashtag management

Regular posting

- Regular posts uploaded with drafted captions, visuals and videos

Advertising/Boosting

- Creating social media advertisements and their audience, digital budget allocations, insights & reports on ROI on ad spend

Responding to queries

- Social media responses to queries, price info, etc

Requesting Page Verification

- Requesting Instagram to verify the page with a tick

Increasing engagement & followers

- Hosting competitions, implementing strategies to boost engagement & followers

Platforms

- LinkedIn
- Facebook
- Instagram
- Twitter
- YouTube

Website Development & Management:

Planning

- User Story Development, User Personas & Journey, Industry & Competitors Research, Keyword + SEO Research, Site Architecture & Wire Framing

Design

- Content Collection & Creation, Site Wide Headlines, Site Wide Information: up to 10 Pages, Page Content Curation, Content Revisions: Round 1, Content Revisions: Round 2 Design Mockup: Landing Page, Design Mockup: Secondary Page, Design Mockup Revisions: Round 1, Design Mockup Revisions: Round 1, Server Setup & Theme, Core UI: Primary Navigation, Core UI – Sitewide Call-To-Action

Development

- Landing Page; First Level Pages: About, Contact, Reports, Projects, Blog; Secondary Pages: Project details, reports et al; Blog Setup + Styling; Social Integration; Subscribe to Newsletter and/or Blog, Forms, et al.

Deployment

- External Facing Acceptance/User acceptance testing, Internal facing acceptance/CMS acceptance Testing, Browser & Responsiveness Testing, Test site deployment, SEO, google analytics setup, Go Live, et al.

Maintenance

- Ongoing content management, vulnerability scanning, Bugs repairs & fixes, browser compatibility scanning, Database backup, SEO, analytics, functionality testing, et al.

Live Broadcast & Streaming:

Both Broadcast and Digital Streaming

- The CMF will liaise with MOIB, DGPR and the Dubai Team for Live Broadcast/Streaming of all key events at the Dubai Expo led by Punjab.

In addition to the above, the CMF shall also perform the following activities:

1. The CMF will perform any/all of the above for any other “Participation of Punjab” in Dubai Expo 2020, which falls before or goes beyond the month of November, 2021, and till the culmination of Dubai Expo 2020, at additional cost.
2. In liaison with the PBIT and relevant government officers, organize the print and electronic media coverage, live streaming, photography and video coverage of daily activities
3. Arrange - in consultation with PBIT, a Media Partner that can record as well as broadcast live to Pakistan and other countries with large concentrations of Pakistani diaspora
4. Ensure staffing and support in all activities of the Punjab teams
5. Manage and keep record of the participants’ information in all seminars, panel discussions, business forum, B2B activities
6. Help design, collate and submit the participants’ feedback after the events
7. Establish a cell at PBIT - of at least two (2) designated professionals; so that all the TORs of the activities are planned, communicated and approved promptly
8. Establish an on ground office with optimum staffing at Dubai Expo for effective implementation of Punjab’s participation plan
9. Compile and present a post event report to PBIT
10. Any other relevant ad hoc duty assigned by PBIT

QUALITY CONTROL FOR THE SERVICES

- The CMF shall monitor the quality of the services provided to PBIT on a regular and continual basis. These procedures shall include a self-inspection system covering all the services to be performed in the Contract, and shall include a method for monitoring, identifying and correcting deficiencies in the quality of

service furnished to PBIT. PBIT shall be notified of any deficiencies found and corrective action taken.

- PBIT reserves the right to conduct their own quality control surveys to ensure the adequacy of the services.
- The CMF warrants that the personnel assigned to handle PBIT's arrangements shall have a strong event management skills and experience and will be constantly refreshed in knowledge and skills to remain up to date.

4. PROPOSAL REQUIREMENTS

4.1. BIDDING PROCEDURE (as per PPRA rules): Single stage two envelopes bidding procedure will be used where the bids are to be evaluated on technical and financial grounds and the procedure for single stage two envelopes will be:

- (i) The bid shall be a single package consisting of two separate envelopes, containing separately the financial and the technical proposals;
- (ii) The envelopes shall be marked as "Financial Proposal" and "Technical Proposal";
- (iii) In the first instance, the "Technical Proposal" shall be opened and the envelope marked as "Financial Proposal" shall be retained unopened in the custody of the procuring agency

4.2. PROPOSAL FORMAT: The proposal submitted should be in the following format:

1. **Title Page** (Showing the proposal for "Creative Management and Services" Firm as subject; the firm's name, firm's address and contact details, the date of proposal and table of contents). **Transmittal Letter;** briefly stating the firm's understanding of the work to be done, the commitment to perform the work within the stipulated time period, a statement of why the firm believes itself to be the best qualified to perform the services. **(04 POINTS)**
2. **Company Information** including year of establishment **(01 POINTS)**
3. **Legal Structure of the Firm;** Proprietorship, Private Ltd, Public Ltd etc. **(01 POINTS)**
4. **In House Relevant Expertise** **(3 POINTS)**

5. **Copy of NTN Certificate (01 POINTS)**
6. **Proof of Financial Stability through Financial Statements and previous Work Orders (3 POINTS)**

4.3. DETAILED TECHNICAL PROPOSAL:

Note: While additional data may be presented to or requested by PBIT, the following items must be included:

4.3.1. Firm Qualifications and Experience

The firm should provide:

- i. Experience of the Firm (2 POINTS)
- ii. List of previous and existing clients (2 POINTS)
- iii. Firm Profile; Creative team, Management Team and their profiles (10 POINTS)
- iv. Creative Portfolio (12 POINTS)
- v. Comprehensive Creative Proposal in print as well as digital format i.e. USB (20 Points)

4.4. STATEMENT OF EXCLUSIVITY AND CONFIDENTIALITY

The firm shall provide a statement that neither the firm nor its staff, are involved in any such activity that is prohibited by the Government of Pakistan. A statement of confidentiality to keep in confidence all information imparted to you, in relation with the complete process, not to disclose it to any third party and not to use it for any purpose other than for this specific event.

5. FINANCIAL PROPOSAL

The CMF is required to quote the price in PKR for the services mentioned in Section 3 “Terms of References”, and detailed in Section 3c “Scope of Work” of this document. PBIT would prefer a breakdown price structure of each core activity mentioned in Section 3c.

6. EVALUATION AND AWARD OF CONTRACT

The agencies/firms/companies will be evaluated on **QUALITY OVER COST BASED SELECTION METHOD**. The agency/firm/company having highest aggregated points will be awarded the contract for this service.

The weight given to the Technical (T) and Financial Proposals (F) are:

(T)= 80%

(F)= 20%

The formula for determining the proposal scores is as following:

i. Technical Bid Score = $100 \times \frac{\text{Marks obtained by firm}}{60} \times 0.8$

ii. Financial Bid Score = $100 \times \frac{\text{Lowest Bid}}{\text{The Bid}} \times 0.2$

Where

L= Lowest Bid

B= The Bid