



RE-ADVERTISEMENT: REQUEST FOR QUOTATION – SAE 02/2021

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

The Durban ICC requires the services of an experienced social media agency to grow the number clients and potential customers, and increase meaningful engagement with our select audience with a view to securing more business for the Centre.

The Social Media strategy is targeted toward engaging our clients more than our guests, and positioning the Durban ICC as the leading convention, exhibition and entertainment venue in Africa; capable, state-of-the-art and one-of-a-kind, their ideal partner for the success of their event.

The Durban ICC seeks to position itself as the thought-leader in its field and publish truly interesting and helpful content which develops real engagement with the audience of clients and prospects in this space.

Importantly we do not want to disappear from the consciousness of our existing community of followers. The appointed service provider is to ensure that the significant events hosted at the complex are covered on the appropriate channel, with at least the same high-quality of content which our communities have come to expect from the Durban ICC brand.

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

- Develop a Social Media Strategy which achieves the objectives outlined above;
- Create and deliver engaging online content in line with the established Corporate Identity (CI) of the Durban ICC;
- Formulate ideas and sources to increase brand awareness, lead generation and return on investment;
- Increase awareness of current and new service offerings;
- Manage and administer the social media advertising campaigns;
- Cover selected live events with social media posting, coverage and community engagement.



3. Conditions of contract

3.1 Agency Experience and Account Management Team		
<ul style="list-style-type: none"> Service provider team to include Dedicated Account Manager - Liaise, manage and coordinate Durban ICC requirements 		
3.2 Experience		
<ul style="list-style-type: none"> Social media experience running and managing similar brand/company deliverables within the events, live entertainment or Conference Centre space. 		
<ul style="list-style-type: none"> Experience in live event social media reporting, coverage and engagement 		
<ul style="list-style-type: none"> Experience in demographically targeted advertising campaigns 		
<ul style="list-style-type: none"> Facilitating and executing social advertising campaigns 		
3.3 Dedicated Team for Social Media Services to include:		
<ul style="list-style-type: none"> Account manager to be involved in all communications, strategies and direction. (Must possess a minimum of 10 years' experience in digital media) 		
<ul style="list-style-type: none"> Social media expert for content production and community management. Full time English speaking (Must possess a minimum of 5 years' experience) 		
<ul style="list-style-type: none"> Digital graphic designer to execute design requirements. Experience in understanding brand language and interpret same for digital communication (Must possess a minimum of 5 years' experience creating content within brand guidelines) 		
<ul style="list-style-type: none"> Web developer for online competition development and microsite production. Full time in-house developer (Possesses a minimum of 5 years' experience in open source and API development) 		

4. Additional Conditions of contract

- 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, images 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. Mandatory Submissions Documents and Assessment

- Failure to submit the mandatory documents will result in the bid submission being non-responsive.
- 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	10
• Live event coverage and management	10
• Portfolio of social media management clients and history of service (i.e. XZY Brand Managed Social Media from Oct 2016 – Sept 2018)	10
5.2 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	10
• Team structure and experience	10
5.3 Community Management Experience (NB. Names and references from previous social media contracts facilitated)	
• Management of Facebook pages with over 150,000 followers	10
• Management Twitter brand pages with over 20,000 followers	10
• Management of at least 3 prominent brands on a full-time basis within the Durban community	5



5.4 Comprehensive proposal outlining the proposed social media channel approach, live event coverage and ROI reporting (NB. A detailed proposal must be submitted together with this RFQ)	
• Proposed Social Media Channels for the Durban ICC and preferred approach for each	10
• Approach to Live event coverage	5
• Return on Investment reporting methodology	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 Certificates.
- 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.
- 6.8 The service provider must be registered on the CSD database and EThekweni Vendor Portal. Proof of registration needs to be submitted. Failure to be registered on these databases will adversely affect the awarding process and may result in the service provider being deemed non-responsive.

CSD registration website: <https://secure.csd.gov.za>

EThekweni Vendor Portal registration: <https://ethekwinivendor.durban.gov.za>

Or contact 031 322 7011 / 7154

Fatima.milazi@durban.gov.za / phumla.mdabe@durban.gov.za



7. Compulsory Pricing (form of offer)

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	17/ month	x 12 months	R
Management of fan "Likes" and social media advertising campaign	R	2.5/ month	x 12 months	R
On site live social media coverage throughout selected events	R	20	Allocated per event at the discretion of the Durban ICC	R
Total (Excl. VAT)				R
15% 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

8. Contact Person




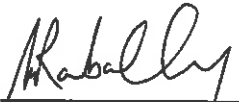

Sandle Makhanya
 Tel: 031 360 1192
 Email: sandlema@icc.co.za



9. **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 August 2021

10. **Request approved by:**

	
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Acting Marketing, Sales and Events Director Irene Vallihu	
	02.08.2021
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Acting SCM Compliance Officer Sibusiso Mngadi	
	02/08/2021
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Acting Finance Executive Thenashree Naldoo	
	02/08/2021
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Chief Financial Officer Melanie Rambally	
	02/08/2021
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Chief Executive Officer Lindiwe Rakharebe	



11. 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: _____

12. Declaration of Municipals Fees

I, the undersigned, do hereby declare that the Municipal fees of

.....
 (Full name of Company / Close Corporation / partnership / sole proprietary/Joint Venture)

(hereinafter referred to as the BIDDER) are, as at the date hereunder, fully paid or an Acknowledgement of Debt has been concluded with the Municipality to pay the said charges in instalments.

The following account details relate to property of the said BIDDER:

<u>Account</u>	<u>Account Number:</u> to be completed by bidder.																				
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I acknowledge that should the aforesaid Municipal charges fall into arrears, the Municipality may take such remedial action as is required, including termination of any contract, and any payments due to the Service provider by the Municipality shall be first set off against such arrears.

- Where the BIDDER'S place of business or business interests are outside the jurisdiction of eThekweni Municipality, a copy of the accounts/agreements from the relevant municipality must be attached (to the back inside cover of this document).
- Where the tenderer's Municipal Accounts are part of their lease agreement, then a copy of the agreement, or official letter to that effect is to be attached (to the back inside cover of this document).

NAME : (Block Capitals)

SIGNATURE : DATE:
 (of person authorised to sign on behalf of the Bidder)

13. MBD4 Declaration of Interest

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

12.2 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.

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

12.3.1 Full name of bidder or his/her representative

12.3.2 Identity number:

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

12.3.4 Company Registration Number:

12.3.5 Tax Reference Number:

12.3.6 VAT Registration Number:

12.3.7 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.*

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

YES	NO
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-
-
- 12.3.9 Have you been in the service of the state for the past twelve months?
If yes, furnish particulars:

YES	NO
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-
-
- 12.3.10 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
-----	----
-
-
- 12.3.11 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
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-
-
- 12.3.12 Are any of the company's directors, trustees, managers, principal shareholders or stakeholders in service of the state?
If yes, furnish particulars:

YES	NO
-----	----
-
-
- 12.3.13 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
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-
-
- 12.3.14 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
-----	----
-
-

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

Full Name	Identity Number	State Employee No.

Signature

Date

Capacity

Name of Bidder

