

REQUEST FOR PROPOSALS

FOR

PROVISION OF CREATIVE CONSULTANCY AND SUPPORT SERVICES AND
DEVELOPMENT AND EXECUTION OF INFORMATION TECHNOLOGY

On a Contractual Basis

For
The Ministry of Education

Proposal due by

TERMS OF REFERENCE

INTRODUCTION

As the key governing and managing body for Education, the Ministry of Education (MoE) is keen to implement proper technological assets for holistic development of the Education sector of the nation.

MoE aims to select a firm with expertise to develop and execute information technology in various MoE projects and to communicate the results of MoE's various activities through properly managed events.

The selected contractor will be asked to work in close collaboration with and in support of MoE's Strategic Communications Team in managing and implementation of Information Technology assets and event Strategies under Contract for a 2 year period.

DELIVERABLES

1. List all services provided in-house and provide resumes of proposed project team including specific experience that each team member would contribute during the Contract period.
2. List services provided by any outside consultants. If any services are provided in partnership with other professionals, please provide a brief description of the firm, its role, and capabilities and partnership statement or document/letter of endorsement indicating the partnership
3. Key Legal Documents of firm
4. Provide case study examples of:
 - a. 3 past events conducted by the Company. Include a summary describing 3 medium to large scale projects, summary of the event, main deliverables for the event and the quality of the deliverables. A reference letter for each proposed event shall be provided.
 - b. 3 past IT or software management or web/interactive experience projects undertaken by the Company. Include a summary describing the 3 projects, the purpose of the project and achievements resulting from the project. A reference letter for each project shall be attached.
5. Proposed charges with a list of services that will be offered under the contract and complimentary benefits that will be offered during the Contract period.

MoE will, to the extent necessary, where MoE may deem necessary, respond in writing to an Interested Party for any questions and concerns they may have regarding any element of the

issued RFP; And the response by MoE, if any, where MoE may deem necessary, will also be communicated to all the Interested Parties that are eligible to submit Proposals.

GENERAL

1. ENTIRE DOCUMENT. This Contract is the entire agreement between the parties with respect to the subject matter and supersedes any previous statements or agreements, whether oral or written.
2. BINDING EFFECT. This Contract will be binding upon and inure to the benefit of the respective successors and assigns of MoE and the Contractor.
3. AMENDMENTS – WAIVER. No change to any provision of this Contract will be effective unless it is in writing and signed by both parties. The failure of either party at any time to demand strict performance by the other party of any of the terms of this Contract will not be a waiver of those terms. Waivers must be in writing to be effective. Either party may at any later time demand strict performance.
4. CONSTRUCTION. This Contract will be construed in accordance with the plain meaning of its language and neither for nor against the drafting party.
5. NOTICES. For any notice under this Contract to be effective it must be made in writing and sent to the address of the appropriate contact provided elsewhere in the Contract, unless such party has notified the other party, in accordance with the provisions of this section, of a new mailing address. This notice requirement will not apply to any notices that this Contract expressly authorized to be made orally.
6. CONTINUING OBLIGATIONS. The terms of this Contract will survive the termination or expiration of the time for completion of Project and the time for meeting any final payment of compensation, except where such creates an absurdity
7. NOTIFICATIONS. Agencies will be notified of the outcome of the selection process at its conclusion. Following the proposal submission, agencies may be contacted for additional information or clarification of proposals.
8. CONTRACT PERIOD. Selected the Contractor shall provide its services is for a period of 2 years from the date of contract signing.

APPENDIX A

SCOPE OF SERVICES TO PROVIDE CREATIVE CONSULTANCY AND SUPPORT SERVICES

Selected party for creative consultancy and support services for MoE ("Selected Party") will, by means of organized events strategically communicate the activities coordinated by MoE to the publics. The Selected Party shall also play an important role in the development of necessary Information Technology tools for the advancement of the Education Sector.

The full scope of services includes but is not limited to creative services, execution of events and coordinating ICT programs, with the primary objective of communicating the role and work of MoE to the stakeholders through a holistic media approach.

1. Consultancy and execution of MoE events

1.1 Planning and Consultancy

Selected Party shall be involved in concept development, planning, coordination, overall management, logistics, management of vendors and contractors, programming and implementation.

The scope of events extends to various events organised by MoE, as well as various events that MoE participates in or manages. The events described in this document include but is not limited to conferences, trade shows and fairs, ceremonies, seminars, parties, product launches and gala dinners.

MoE employees will provide support to the Selected Party and will work with the Selected Party in developing each project's budgeting, concepts, PR and Communication Planning, as well as during the implementation stage.

1.2 Implementation and management

The Selected Party shall be responsible for the implementation and management services for events planned.

Payment for implementation and management services shall be payable to the Selected Party for the work and tasks assigned to the Selected Party regarding an event, and in addition to the Retainer Fee. As part of the implementation and management services, and where applicable;

- The selected party shall be responsible for venue selection and development of the event's programme
- The Selected Party shall undertake design and print event materials and execution of digital content and materials for each event.

- The Selected Party shall undertake design and production of all event promo giveaways.
- The Selected Party shall provide mechanisms for registration of delegates and participants at the event, and shall design and produce badges and passes.
- All marketing and promotion activities through various mediums shall be undertaken by the Selected Party

1.3 Based on the requirements of MoE and the budget agreed for an event, the Selected Party shall provide any or all of the following services towards implementing and managing the event, as agreed with MoE;

- Manage video and photography of the event;
- Organize and implement audio and visuals for the event, including but not limited to the sourcing of equipment, personnel, and creation of various videos and audio content for the event;
- Arrange and manage all IT requirements for the event, including the provision of internet, translation services, and other IT services and facilities at the event, as well as the development and management of website/portal for the event;
- Create and place all on-site signage including schedules, registration area and other event areas;
- Design and create the decor for the event, including the stage, the site, as well as designing, developing, commissioning and delivering various components, features, structures, equipments, fixtures and materials required for the event;
- Provide consultancy and assistance to emcees and if and where applicable, arrange, plan and manage catering and entertainment for the event;
- Endeavour to manage the event according to the budget agreed during the planning stage of the event;
- Negotiate and enter into agreements with various service providers, vendors and contractors on all matters associated to the event including the lease, delivery, supply or provision of various materials, machinery and equipment, as well as oversee their performance to ensure that delivery deadlines are met without any delay;
- Attend to and manage all on-site affairs for the event as well as logistic and security requirements for the event;
- Clear the site when the event has concluded.

2. Creative Services

The Selected Party shall provide implementation and management of creative services as part of the communication strategy planned by MoE and the Selected Party for specific projects.

Payment for implementation of creative services shall be payable to the Selected Party for the work and tasks assigned to the Selected Party, and in addition to the Retainer Fee. As part of the implementation and management services, and where applicable;

2.1 The Selected Party shall provide branding services that includes and not limited to creating identity and logo development.

2.2 The Selected Party shall provide design services that communicates the overall objectives and outcomes of projects undertaken by MoE. This includes but not limited to art direction and design for print design, web design and photography for advancement materials, view books and brochures, direct mail, invitations, magazines, newsletters, outdoor campaigns, media campaigns and more.

2.3. The Selected Party shall undertake production of photographic and videographic materials required as part of communicating outcomes of projects undertaken by MoE.

3. Development of ICT programs

The Selected Party shall implement and manage ICT programs as part of the communication strategy planned by MoE and the Selected Party for specific projects. Payment for implementation of ICT Programs shall be payable to the Selected Party for the work and tasks assigned to the Selected Party, and in addition to the Retainer Fee. As part of the implementation and management services, and where applicable the Selected Party shall develop necessary hardware and software that objectively achieves the purpose and requirement of the specific ICT project.

APPENDIX B

EVALUATION CRITERIA

Evaluation of the proposals would be made in two phases.

- 1) Bidders' experience, expertise, capacity and offers would be evaluated under the following sub categories;
 - a. Past experience and expertise of firm in ICT development
 - b. Past experience and expertise of firm in ICT development
 - c. Firm's capability and resources
 - d. Complementary Offers
- 2) The bidders' shall secure at least secure 40% of marks from each category to qualify for the financial category which is "Standard rates of Firm"
- 3) The final winner of the bid will be the firm which secures the highest score from the total of the two categories.

Selection of the successful proposal will be made by MoE based on the following criteria:

CRITERIA	POINTS
Past experience and expertise of firm in events management	40
Past experience and expertise of firm in ICT development	20
Firm's capability and resources	20
Complimentary offers	20
TOTAL	100

Standard rates of firm	100
TOTAL	100

Evaluation Score criteria

1. Past Experience and expertise in managing events (Max Score 40 points)

For this criteria to be evaluated, the Respondents shall submit case studies and shall fulfill the following conditions:

- The events submitted by the Respondent for evaluation should have been managed within the period commencing from 1st January 2015 and shall have concluded by the Proposal Due Date
- The case studies shall include details of tasks and activities managed by the respondent, including challenges and solutions.
- A copy of the contracts signed between the client and the Respondent for the respective events shall be submitted with the proposal;
- A reference letter of the client shall be submitted with the proposal, which letter shall identify the tasks and activities managed by the Respondent for the event.

Scoring methodology

Number of contracts:	10 or more contracts	9 to 6 contracts	5 to 4 contracts	3 or less contracts	1 contract	0 contracts
Number of successfully completed similar contracts	10+5	8+5	5+5	3+5	1+5	
Score	15	13	10	8	6	0

Originality of concepts developed for events	More than 5 Original and creative concepts	4 to 3 Original concepts	2 Original concepts	1 Original concepts	No Original concepts or hired help for developing concepts
Score	5	3	2	1	0

Challenges and solutions	Managed challenges for all events described	Managed a major challenge	Managed a medium-scale challenge	Managed a low risk challenge	Challenges never addressed	Major mishaps occurred during the event
Score	5	4	3	2	1	0

Visual engineering	Managed visual engineering activities for 5 events	Managed visual engineering activities for 4 events	Managed visual engineering activities for 3 events	Managed visual engineering activities for 2 events	Managed visual engineering activities for 1 events	Never managed visual engineering activities
Score	10	6	4	2	1	0

Sound and lights setup	Ability to manage sound and lights for all events	Ability to manage sound and lights for 4 events	Ability to manage sound and lights for 3 events	Ability to manage sound and lights for 2 events	Ability to manage sound and lights for 1 events	Never managed sound and lights for events managed
Score	5	4	3	2	1	0

2. Past Experience and expertise in ICT Projects (Max Score 20 points)

For this criteria to be evaluated, the following conditions shall be fulfilled;

1.1.1. The ICT Project submitted by the Respondent for evaluation should have been managed within the period commencing from 1st January 2015 and shall have concluded by the Proposal Due Date

1.1.2. The case studies shall include details of tasks and activities managed by the respondent

1.1.3. A copy of the contracts signed between the client and the Respondent for the respective project shall be submitted with the proposal;

1.1.4. A reference letter of the client shall be submitted with the proposal, which letter shall identify the tasks and activities managed by the Respondent for the project.

Number of contracts:	10 or more contracts	9 to 6 contracts	5 to 4 contracts	3 or less contracts	1 contract	NO contracts
Number of successfully completed similar contracts	10+5	8+5	5+5	3+5	1+5	
Score	15	13	10	8	5	0

Technical elements	5 or more projects. Respondent developed the software	3 to 4 projects. Respondent developed the software	2 projects. Respondent developed the software on their own	1 project. Respondent developed the software on their own	Never developed a software
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	on their own and the level of technical expertise employed in execution of the element	on their own and the level of technical expertise employed in execution of the element	and the level of technical expertise employed in execution of the element	and the level of technical expertise employed in execution of the element	
Score	5	3	2	1	0

Firm's capability and resources (Max Score 20 points)

For this criteria to be evaluated, the Respondents shall submit full work portfolios and updated resumes of their team and shall be awarded points as follows:

ACTIVITY	MAXIMUM SCORE
<p>Theme and content development Respondents with the capacity to develop concept and theme for various events, as well as design various print and digital content using the in-house design and creative team. Respondents shall submit concepts (in hard copy) and other major designs undertaken. CV of Graphics Designers on the Team shall also be attached.</p>	Up to 5 points based on the concepts and the level of team expertise
<p>Video (with audio) Production Respondents with the capacity to create video (with audio) content for various events using the in-house video production team of the Respondent. For this part to be evaluated, a minimum of 2 videos fully developed by the Respondent shall be submitted</p>	Up to 5 points
<p>Photography Respondents with the capacity to take photo coverage for various events using in-house photographers.</p>	Up to 5 points

Ownership of equipment Specialized equipment ownership including LED screens, cameras, large printers	Up to 5 points
Sub-total	20 points

Complimentary offers (Max Score 20 points)

Points will be awarded here based on the benefits that is proposed by the Contractor. More points will be awarded for benefits that would prove useful over the long term and offers that will lead to considerable cost cut down.

Standard rates of firm and retainer fee (Max Score 10 points)

Contractors' usual event management costs and proposed retainer fee will be evaluated here

ACTIVITY	MAXIMUM SCORE
Lowest standard rates and proposed retainer fee	100
Second lowest standard rates and proposed retainer fee	75
Third lowest standard rates and proposed retainer fee	50
Unusually high rates and retainer fee	0

MoE will intend to negotiate contract terms with the most qualified vendor. If unsuccessful, MoE would intend to then negotiate with the next most qualified vendor, until reaching satisfactory contractual arrangements.

APPENDIX C
PAYMENT TERMS

As consideration for the Services provided to MoE, the Selected Party shall be compensated in the manner provided below;

1. IMPLEMENTATION AND MANAGEMENT FEES FOR INDIVIDUAL PROJECTS

1.1. The fees for creative services, event management charges and implementation of ICT components for each project shall be finalised and agreed in advance, during the planning stages for each respective project.

1.2. The budget allocated and agreed for each project's implementation and management component (the "Budget") shall be provided to the Selected Party upon completion of the project.

1.3. Any adjustments to the agreed Budget for an event shall be subject to mutual agreement of MoE and the Selected Party.

2. PAYMENT METHOD

2.2. As a general rule payments shall be made in Maldivian Rufiyaa. MoE at its discretion may choose to pay the service provider via the event sponsor.