

Terms of Reference

For provision of Creative Consultancy Services on Retainer Basis

I. Introduction

The Ministry of Economic Development is seeking interested firms to provide creative consultancy services for the Ministry in delivering key media messages and awareness programmes.

II. Background

A number of initiatives/ programmes that the Ministry carries out under its mandate involve close consultation and engagement with the public and businesses. Additionally, these key tasks involve promotion and awareness building which require quality creative solutions at an expedited pace. Hence, the Ministry is seeking the services of a creative consultancy firm under a retainer basis for a period of 2 (two) years, to assist the Ministry in delivery of branding, promotion, designing and provision of overall consultancy for the various initiatives undertaken by the Ministry. Furthermore, it is expected from the retainer to provide total solutions for upcoming events organized in Maldives and abroad.

III. Scope of Consultancy

Ministry seeks the consultancy under two components:

Component 1

A monthly retainer which will provide the following services:

- Small design jobs for the Ministry such as info graphs, banner, service forms, data reports, publications, ad-images, template designs for information briefs, short-videos, backdrops, invitation and greeting card etc.
- Photography for MED events

Component2:

Additional marketing and PR related projects beyond the scope mentioned above may be carried out through the retainer firm which is selected through this consultancy, based on fees for such services that will be negotiated and agreed between the firm and the Ministry as and when the requirement arises.

Type of services which may be sought by the Ministry under component 2 includes the following:

- Provide expertise and creative input to manage key events organized by the Ministry
- Provide creative solutions as assigned focal point for the Ministry in organizing and managing key events
- Production of larger videos and other interactive projects

IV. Outputs

The selected firm shall carry out tasks assigned by the Ministry to the satisfaction of the Ministry. The successful candidate/party must always be available to assist the Ministry with its requirements under the retainer and should be equipped to provide services at short notice

V. Reporting arrangements

The selected retainer firm will have to identify an individual focal point within the firm who should be readily available to work with the Ministry. Upon selection of the retainer firm, the Ministry will designate an official who will liaise on all matters covered under this consultancy with the designated official from the selected retainer firm.

VI. The Proposal

Interested firm with proven track record of providing similar services are requested to submit proposals to the Ministry by 23rd of January 2020 and should include the following:

- The monthly Retainer Fee
- Details and CV's of the Consultancy team along with the Lead Consultant who will be the designated focal point, should the firm be selected
- Evidence of past experience in the creative space and reference letters from past Clients

VII. Scoring

The evaluation of the proposals will be based on the following

Monthly retainer Fee	50%
Experience and skill of the lead consultant	15%
Experience and skills of the consulting team	25%
Past experience and references of the firm	10%