



SPECIFICATION: 8/2/8/7-2011

Description	Quote No:
Provision of marketing & communications support to the Sedibeng District Municipality service delivery achievements & programmes / plans.	8/2/8/7-2011

Contact Person: Mr. Dan Manoeli – 016 450 3017 / 3015

Specifications:

1. Develop a detailed, costed media engagement plan (including an event concept, treatment and milestones) for the Municipal Programmes.
2. All these should be followed by issuing of media / press statements and a media / press conference.
3. Media coverage of the Executive Mayor's; Speaker's; Chief Whip's and Members of Mayoral Committee projects across the district. **(Media coverage: Various Newspapers, Various Radios Stations and eTV & SABC TV).**
4. Develop and implement a detailed, costed media plan (which tabulates media institutions, space/slots allocated and value-adds) to promote service delivery achievements and plans by the Sedibeng District Municipality.
5. Develop and implement a detailed multimedia (at the standard acceptable to broadcasters) communications plan – which includes collection and subsequent distribution of video and photo materials).
6. Develop and implement strategy for citizenry feedback mechanism, e.g. Public Participation Programmes (Known as the Izimbizo); Sectoral Consultative Programmes
7. Develop an incisive publishing programme – an IDP publication; posters/leaflets

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Evaluation Criteria (Technical)

1.	Proven track record and experience on media, publicity and communication (attach three contactable references i.e having done a similar project).	<ul style="list-style-type: none"> • 20 points = 5 years experience and above, • 10 points = below 5 up to 3 years, • 5 points = below 3 up to 1 year.
2.	Understanding of the brief (detailed media plan)	<ul style="list-style-type: none"> • 40 points
3.	Experience with similar projects	<ul style="list-style-type: none"> • 20 points = 5 projects and above, • 10 points = below 5 up to 3 projects, • 5 points = below 3 up to 1 project.
4.	Capacity <ul style="list-style-type: none"> • staff availability specializing in the relevant fields mentioned above, • Accessibility and own transport, financial resources 	<p>10</p> <p>10</p>

N.B Suppliers who score less than 60 points shall not be evaluated further
Further Evaluation (Price and HDI)

Further evaluation on price and HDI will be as follows;

Price = 80points

HDI = 20points (i.e previously disadvantaged individual = 8, women = 4, Locality = 6, Disability = 2)

Andries Mapetla
Director: Office of the Executive Mayor
Date:.....November 2011

Yunus Chamda
Municipal Manager
Date:.....November 2011

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