

**Project Description:** Request for Quotation (RFQ) for digital marketing and strategy services

**RFQ number:** DMS/APMP0012019

**Company Name:** Association for Proposal Management Professionals South Africa

**Procurement Contact Person:** APMP SA Procurement

**Email Address:** info@apmp.org.za

## 1. Background

Association of Proposal Management Professionals (APMP) is the worldwide authority for professionals dedicated to the process of winning business through proposals, bids, tenders and presentations. APMP promotes the professional growth of its members by advancing the arts sciences and technologies of winning business. The APMP South Africa (SA) Chapter was formed in 2009 and is dedicated to increasing recognition in our region and to expanding into the rest of Africa. The APMP SA Chapter is a not-for-profit organisation

There is a committee of volunteers running the APMP SA Chapter. They are all from the profession who provide their time because they are committed to furthering the professionalism of proposal management and coaching. In addition to our committee members, we also have three directors on our APMP SA committee, forming the board of the SA chapter. They oversee our activities, ensuring sound financial practices are followed and that our chapter is governed and managed in line with the international APMP body and guidelines.

APMP (SA) is a membership association for people who are interested in developing their expertise in the proposal management profession. The organisation is a global leader in proposal, bid, business development and capture management.

The organisation offers internationally-recognised certification and accreditation. Membership to the association will provide one with access to a network of experts and talented proposal professionals, industry-specific events, the SA chapter's annual conference, networking and much more.

## 2. Project goals and scope of services

APMP SA is seeking the services of a full-service communications and marketing firm to develop and execute a digital marketing plan to increase exposure through social media and the press to:

- Grow memberships across South Africa and Africa
- Increase industry awareness
- Attract attendees to our annual conference (25 July 2019)

The selected firm will be responsible for the development and implementation of a cost-effective marketing plan.

Scope of Services includes but may not be limited to the following criteria:

- Lead generation campaign/s for the conference and memberships
- Paid media strategy
- Production of creative material including collateral and direct mail
- Online marketing campaign
- Other communications and/or marketing-related assistance as required

The award will be made to a responsive and responsible firm based on the best value and professional capability.

### 3. Anticipated selection schedule

The RFQ process is scheduled to follow the following timeline (times may change):

Milestone	Date	Accountable
RFQ issue	2 April 2019	APMP SA
RFQ close date	16 April 2019 by 17h00	Suppliers
RFQ clarification questions close	11 April 2019	Suppliers and APMP SA info@apmp.org.za
Shortlist of suppliers	22 April 2019	APMP SA
Presentations if required	2 May 2019	
Start of negotiation	7 May 2019	APMP SA
Award	15 May 2019	Preferred suppliers and APMP SA

No proposals will be accepted after the due date. APMP SA has the right to select more than one provider for the scope of work.

### 4. Time and place of submission of proposals

The RFP will be posted on our website to allow for transparency. Complete submissions to be submitted electronically by no later than 17h00 South African Time to [info@apmp.org.za](mailto:info@apmp.org.za). Emails should not exceed 5MB and all documents to be submitted in PDF format. Late submission may be disqualified.

### 5. Timeline

A digital strategy and campaign implementation are expected to be put in place within the first month of award. The 10<sup>th</sup> annual conference is being held in July 2019, making the requirement urgent.

## 6. Elements of quote

A submission must, at a minimum, include the following elements:

- 1) Proposal no longer than 5 pages covering:
  - a. How your company will assist APMP SA to reach its objectives
  - b. Your approach for the scope of services with proposed timelines
  - c. Previous experience and capability relevant to the scope
  - d. Why APMP SA should select your company for the scope
  
- 2) Complete the table below detailing your experience with at least 3 contactable references:

Customer	Scope	Outcome/results	Contact person	Contact Details

- 3) A representative selection of social media ads, direct response material, collateral, and website development created for current and past clients.
  
- 4) To enable us to compare pricing for evaluation, please complete the price table below:

Scope	Item	Price includes the following scope	Price excluding VAT in Rands	VAT	Total
Develop a digital communications strategy for May to Dec 2019	1				
Lead generation campaign/s for the conference and memberships	1				
Hourly rate	1				
News worth PR campaign	1				

- 5) To qualify for evaluation please attach to your response:
  - a. A valid BBBEE certificate or affidavit if a QSE/EME or higher. Level 4 or better is required.
  - b. Company registration document as proof
  - c. A valid tax clearance pin or CSD report showing tax is in order
  - d. Company profile

## 7. Evaluation criteria

The award will be given to a local South African company that meets the evaluation criteria below and who is deemed the best candidate. Award will be at the sole discretion of the evaluation panel consisting of APMP SA Directors and selected committee members.

Criteria	Based on	Points
Past experience	<ul style="list-style-type: none"> <li>Expertise in working on similar scope for other customers.</li> <li>The education, experience, knowledge, skills, and qualifications of the firm and the individuals who will be available to provide these services.</li> </ul>	30%
Price quote	<ul style="list-style-type: none"> <li>The competitive cost of services based on</li> <li>Table in 6.4</li> </ul>	30%
Implementations timeline	<ul style="list-style-type: none"> <li>Able to meet the deadline in 4.</li> </ul>	30%
Innovation	<ul style="list-style-type: none"> <li>Innovative approach to meet objectives</li> </ul>	10%
Pre-qualification criteria	Candidates must comply and provide the following: <ul style="list-style-type: none"> <li>A valid BBBEE certificate or affidavit if a QSE/EME or higher. Level 4 or better is required.</li> <li>Must be South African Registered entity. Please supply your company registration document as proof.</li> <li>A valid tax clearance pin or CSD report showing tax is in order</li> </ul>	

Only candidates scoring a minimum of 80% will be considered for award. Shortlisted candidates may be required to present to the evaluation panel.

## 8. Terms

- Nothing in this RFQ will be construed to create any binding contract (express or implied) between APMP SA and any Bidder until a written Contract, if any, is entered into by the parties.
- Limitation of Liability: Notwithstanding anything to the contrary contained in this document, APMP SA shall not be liable to the bidder in any circumstances. APMP SA hereby disclaims any liability whatsoever for any and all losses (whether direct, indirect, incidental, contingent or consequential, including but not limited to, loss of revenue, loss of business, loss of profit or loss of data) sustained or incurred by the bidder as a result of the RFQ.