

Request for Proposal (RFP)
GIRLS IN ICT DAY PR & MARKETING COMPANY

1. Background

The Utilities Regulation Competition Authority (URCA), in collaboration with its major licensees, intends to host its annual Girls in ICT Day (GIICT) on Thursday 28 April 2022. The international event both celebrates and recognizes females in Information Communication Technologies (ICTs) and promotes the sector to young women.

For more than a decade International Girls in ICT Day, an International Telecommunication Union (ITU) initiative, has been celebrated. To date, more than 170 countries have participated in GIICT Day with ITU Member States, Sector Members, Associates, Academia and other stakeholders all joining the global movement to engage and inspire girls to pursue careers in Science, Technology, Engineering and Mathematics (STEM) through trainings, information sharing, capacity building activities and role models.

URCA seeks to engage a suitably qualified and experienced company to undertake the work associated with the creative interpretation, design and management of GIICT Day on behalf of URCA and its licensees on Thursday, 28 April 2022.

2. The Girls in ICT Day Objectives

For the past two years, the global Pandemic has transitioned GIICT Day into a virtual event. In 2022, the plan is to host a hybrid event that embraces the technological efficiencies of virtual sessions while also, hopefully, returning to the exciting and dynamic sessions that can be held in person. The successful PR & Marketing firm will be responsible for the planning and execution of the day, with specific objectives outlined below:

- Event Development and Design
- Audio and Visual production
- Digital Branding, Marketing, /Public Relations activities
- Coordination of virtual & in-person (tentative) events
- Liaison with presenters and vendors
- Vendor and services management
- Post event report

3. Scope of Work and Deliverables

The successful candidate will design and development creative, innovative and engaging assets to support the execution of GIICT Day. These will include:

- A. The creation of content for GIICT Day's Facebook page
 - a. Short videos (4)
 - b. Advertisements/ flyers (4)
 - c. Polls/ surveys (2)
- B. Event calendar

- a. Liaise with the GIICT committee to develop a comprehensive planning and activities calendar for the day
- C. PR Management
 - a. Talk show/ news interviews
- D. Coordination of virtual/ in person event
 - a. Facilitate bookings
 - b. Invitation to attendees
 - c. RSVP management
 - d. Creation of ICT related competition for participants
- E. Liaison with presenters and vendors
 - a. Manage all virtual and in-person presentations
 - b. Script management
 - c. Activity management
- F. Virtual event
 - a. Hosting and management of all online activities
- G. Post- event Report
 - a. Virtual and in person attendance statistics/reports
 - b. Overall analysis of the GIICT Day event

4. Period of Engagement

The successful bidder will be engaged for an initial period of no more than 8 weeks from the date of signing of the agreement to the completion of the post-event report.

5. Reporting and Accounting

The PR & Marketing Firm will report directly to URCA's Corporate and Consumer Relations Manager, who will serve as the primary point of contact and project lead regarding the day-to-day activities. The PR Firm will provide timely updates and participate in weekly meetings with the GIICT Day committee.

6. Submission of Proposal

URCA advises that time is of the essence for the completion of this project, therefore, interested parties are requested to submit a proposal to URCA for the work to be carried out in accordance with this RFP on or before **7 March 2022**. Respondents must submit their proposals and all associated documents in accordance with the following guidelines ONLY:

An emailed copy of the proposal should be sent to info@urcabahamas.bs with a cover page addressed as follows:

PROPOSAL FOR SERVICES FOR GIRLS IN ICT DAY
 CORPORATE AND CONSUMER RELATIONS MANAGER
 UTILITIES REGULATION AND COMPETITION AUTHORITY
 FREDERICK HOUSE
 FREDERICK STREET
 P.O. BOX N-4860
 NASSAU, THE BAHAMAS

COMPLETE PROPOSALS MUST BE RECEIVED BY NO LATER THAN 4:00 P.M. ON THE RESPONSE DEADLINE DATE OF 7 MARCH 2022. LATE PROPOSALS WILL NOT BE ACCEPTED.

Only electronic submissions in accordance with the above specifications will be accepted. In no circumstances should a Respondent submit its proposal or any part of it to any person at URCA by any other means than specified above.

URCA intends to make its selection of a preferred Consultant by 10 March 2022 and will notify all interested parties of the result by no later than 11 March 2022.

URCA reserves the right to select any of the proposals or to cancel this process and the proposed works. Proposals should contain the following information:

7. Technical Capability

The technical proposal must provide, at a minimum, the following information:

- A brief description of the Respondent's firm/organization and an outline of recent experience on assignments of a similar nature and scope;
- A Portfolio of relevant work samples;
- Respondents should be prepared to substantiate referred experiences and provide references in support, if requested by URCA; and
- A list of the proposed personnel also outlining the team's technical capacity and digital platform knowledge/ availability.

8. Work Plan

The Respondent would be expected to develop and submit a comprehensive work plan that sets out milestones for the event. The work plan must provide comments on the approach and methodology to the scope of work to be performed, including suggestions that may improve the quality/effectiveness of the event.

9. Financial Proposal

The financial proposal must state all costs associated with the services to be provided. The prospective firm will be expected to provide a fixed price financial proposal of the fees and estimated expenses for consideration by URCA. Activities and items described in the proposal but not priced will be assumed to be included in the cost.

10. Evaluation of Proposals

Each proposal will be reviewed and evaluated to determine whether it satisfies the submittal requirements contained within this RFP. Failure to satisfy the submittal requirements may be cause for rejection of the proposal. The proposals will be ranked based on the following maximum allocation of points for specific elements of each proposal:

Criteria	Max score
Technical Evaluation: Firm's experience in completing projects of similar nature and scope – 20% Completeness of response –10%	30%
Work Plan: Approach and methodology of performing the work in response to the Terms of Reference and Deliverables – 30% Event Timetable – 10%	40%
Financial Evaluation: The lowest financial proposal submitted by a technically qualified party will be selected – 30%	30%
Total	100%

11. Schedule

It is anticipated that the contract will commence 14 March 2022 and be completed by 13 May 2022.

12. Contract

The prospective Consultant shall submit a draft contract for URCA's consideration, which must be consistent with the Terms of Reference and Deliverables contained in the submitted proposal. URCA will review the contract and the final terms/conditions of the contract will be subject to URCA's approval.

13. Miscellaneous

URCA reserves the right to:

- 1) reject any or all proposals for failure to meet the requirements contained herein or for any other reason which in URCA's sole discretion renders the proposal unsuitable;
- 2) waive any technicalities; and
- 3) select the proposal which in URCA's sole discretion, best meets URCA's requirements

This RFP creates no obligation (legal or otherwise) on the part of URCA to award a contract or to compensate the respondent for any costs incurred during proposal presentation, response, submission, presentation, or oral interviews. URCA also reserves the right to negotiate further with any respondent to the RFP. Submissions must be addressed to:

Mr. Carlton Smith
 Chief Executive Officer
 Utilities Regulation and Competition Authority
 Frederick House,
 Frederick Street,
 Nassau, Bahamas