



QUESTIONS AND ANSWERS

PROVISION OF PUBLIC RELATION AND MEDIA MANAGEMENT SERVICES FOR EASTERN CAPE DEVELOPMENT CORPORATION (ECDC) FOR A PERIOD OF THREE (3) YEARS - Bid No: ECDC/ELN/409/072024

Question No.	Questions	Answers
1.	For Strategic Communications, Reputation and Crisis Management and Integrated Digital Marketing, you have allocated 60 hrs each. Is only 60 hours allocated for all the line items in these three categories?	Yes, this is because you are not doing every item every day. This is the work differs day to day- e.g. you do not do strategy work every day of the month.
2.	For example, translation services under strategic comms could be outsourced. Can we give the cost separately as a line item for A-4-page translation?	Yes, you can- it will be moved to ad hoc on the pricing schedule so it will be on its own as a line item. Please remember- this will be on a "as and when" service and we will not know how many. For quotation purposes, please quote for 1 A4 Page translation (addendum will be issued)
3.	Please advise how you would like us to break the items into these categories? <ul style="list-style-type: none"> • Account Management Fees • Project Management Fees • Travel Fees 	<ul style="list-style-type: none"> • Account Management Fees – to be included into your rate. • Project Management Fees- to be included into your rate. • Travel Fees – ECDC is based in East London. In the case that your agency is based outside of East London, you will need to cover your own travel costs to meet client needs. Please include a line item of estimated travel costs (Assumption of 1 traveller).
4.	Concerns relating to inclusivity of smaller agencies based in East London	<ul style="list-style-type: none"> • We will view all projects previously done by the agencies and not only retainers. • We unfortunately we cannot change the number of organizations that are required for the full points in B2- functionality criteria, this is because that scoring is related to "track record" e.g. <i>Company A may have done a number of retainers/ projects</i>



		<p>for Client A, and if we remove that requirement- all four references may come from Client A, which does not give us a view of their expertise and experience and hence the reason why scoring was brought down and starts from 2 clients upwards having in mind that the projects may be more however clients are few.</p> <p>Therefore, this will be the change to the following criteria:</p> <ul style="list-style-type: none">• No appointment or purchase orders• Formal signed reference letter on a letter head of previous/ current PR and Media services or projects provided.• Reference letter of the same service from the same organization will be counted as one reference letter whether or not they were provided on different contracting periods/intervals.• Reference letter to indicate that the services were carried out satisfactorily or more.
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