

**SAACI MARKETING AND COMMUNICATIONS**  
**REQUEST FOR PROPOSAL**  
**AUGUST 2020**

**1. BACKGROUND**

SAACI was founded in 1987 by Nick Stathakis, former head of SATOUR'S Congress Division and Keith McCusker, former head of CSIR. Their guiding principle for pioneering SAACI was to create a governing body to improve the standards in conference facilities, meeting venues and allied services within Southern Africa to improve its global competitive advantage with both local and international conference buyers.

More than three decades later, SAACI still leads the way in thought leadership to move the industry forward and advance Southern Africa's well-deserved reputation for excellence in MICE.

**2. PURPOSE**

The purpose of this Request for Proposal (RFP) is to identify the appropriate individual, consortium, or agency to support SAACI's strategic key areas in marketing and social media communications. SAACI continually works to build brand awareness regionally on Africa and nationally. Our desired partner will have the capacity to provide strategic counsel and direction, actively share and promote our message and amplify our successes, at the national, regional, and local levels.

As our partner, the selected individual, consortium, or agency will be responsible for assisting in growing our Data Base through showcasing the Added Value of being a member. The individual, consortium, or agency must be able to provide strong media insight and message development to assist SAACI with proactive campaigns and reactive approaches related to the Business Events Industry.

**3. OBJECTIVES**

The selected agency's responsibilities will include the below objectives:

- Tell the story of SAACI's added value, programs, and successes nationally.
- Ensure awareness, understanding, and support of our association nationally.
- Build engagement and trust through strategic communications.
- Elevate SAACI executives as national business event thought leaders.
- Communicate business event policy and correct any misconceptions.
- Identify industry trends to help shape our messaging.
- Enhance the credibility of the association in its effectiveness to grow the business events industry.
- Increasing the level of goodwill for the association to mitigate potential negative issues.
- Establish working relationships with influential media.
- Position SAACI as an ambassador for Business Events nationally.

#### **4. QUALIFICATIONS**

- Proven travel/tourism or hospitality industry experience.
- Local perspective in our core markets, to include messaging/channel restrictions.
- Planning and execution: must be able to react quickly to tight turnarounds times.

#### **5. BUDGET**

Proposer must submit an appropriate and realistic budget, outlining each of the duties. It must be noted that the association is private sector driven and as such budget is limited on what the spend will be for this activity. Please limit your budget to approximately R11 500.00

#### **6. SCOPE OF WORK**

- Concept development, including quality graphic design.
- Develop original copy (text), copywriting and editing.
- News releases (minimum one per month)
- Monthly electronic newsletter (copywriting)
- Branch newsletter (proof reading)
- Editorials (minimum one per month)
- Assistance with the arranging of news conferences / media briefings (when require)
- Participation in media surveys (occasional/ as per publication)
- Recommendations for media inserts and advertising
- Play an advisory role on media related issues
- Recommendations on SAACI website content
- Write & proofread speeches for SAACI CEO/Chairperson
- Monthly PR status meeting with SAACI Chief Executive officer, or as required
- Monthly status report, or as required
- Monthly media monitoring for relevant issues
- Attendance and assistance with the annual congress, including the production of a minimum of two 'Dailies' (at risk) and media management
- Build messaging that can be used in various channels including, social media and paid traditional media to key audiences through timely/relevant channels to drive awareness, create an emotional connection and educate on key actions, and drive traffic to the website.
- Create messaging to drive interaction and build excitement through sharing relevant content and providing opportunities to interact with the programs/services.
- Develop a concrete social media strategy using tools like Facebook, Twitter, LinkedIn and Instagram.
- Develop and pitch storylines and press releases, fact sheets and industry highlights to the media, coordinate media interviews & press conferences.
- Support communication efforts (i.e. blog posts, monthly e-Newsletters, etc.) as needed.
- Strengthen relationships with community partners.

## **7. METRICS & REPORTING**

- Monthly reports should be received by 5th of the succeeding month.
- Weekly status reports to be received by 12h00 on Fridays.
- Quarterly reports should be received by the 10th of the first month in the next quarter.
- Annual report should be received by Jan. 31, 2020. This report should also include a competitive analysis of the state of the industry, SAACI's position in the market, and issues that could adversely or positively affect the association's strategic position going forward.
- Campaign-specific reports should be received by the last day of the following month.

## **8. EVALUATION & SELECTION**

SAACI committee will evaluate and rate all proposals based on the criteria prescribed. Proposals may be rejected if minimum requirements are not met.

Proposals should reflect each cost as a line item and include a detailed description of that service or product so that the committee has a clear understanding of what is being offered.

The weighting will be as follows:

Relevant Experience	20%
Public Relations	10%
Digital	20%
Pricing	10%
Innovation & Creativity	20%
BBBEE Score	10%
SAACI Membership	10%
<b>TOTAL</b>	<b>100%</b>

## **9. ADMINISTRATIVE INFORMATION**

### **Term**

SAACI will seek a 6-months non-binding probation agreement in-light of the COVID-19 business operating environment with options to extent the agreement on similar terms upon mutual agreement with the selected individual, consortium, or agency.

Ensure that the following documentation or information is included in your submission.

- Tax Clearance Certificate
- BBB-EE Certificate
- Budget Form

Please provide a proposed budget based on 6 months of activities, administrative expenses, overhead costs that correspond to those detailed in your proposal.

**Note:** - Please ensure that it is made very clear what is included in the costs.

## 10. SUBMISSION DELIVERABLES & SCHEDULE

Tender Opens	13 August 2020
Queries Close	18 August 2020 @ 16:00
Tender Submission Deadline	28 August 2020 @ 16:00
Evaluations	31 August 2020
Short List Notification	3 - 4 September 2020
Short List Discussions	7 - 9 September 2020
Final Evaluation	10 - 11 September 2020
Confirmation of Appointment	16 September 2020

All proposals must be sent to Glenton de Kock in writing to [ceo@saaci.org](mailto:ceo@saaci.org) **by the deadline 28 August 2020 at 16:00, no late submissions will be accepted.**