



SOUTH AFRICAN TOURISM

**Part B: - SCOPE OF WORK (SAT TENDER NUMBER UK 231/23 Events and Activations Agency for the United Kingdom and Ireland)**

<b>Bid Description</b>	
<b>Events and Activations Agency for the United Kingdom and Ireland</b>	
for	
<b>South African Tourism</b>	
<b>Bidder Name:</b>	
<b>CSD MAA number (SA companies only)</b>	MAAA
<b>Tender Number:</b>	SAT Tender Number 231/23
<b>Closing Time:</b>	12h00 pm (UK time)
<b>Closing Date:</b>	14 December 2023  (No late submission will be accepted)
<b>Compulsory Briefing Session:</b>	N/A
<b>Contact Person</b>	Wiqar Sayed
<b>Email Address</b>	<a href="mailto:wiqar@southafrica.net">wiqar@southafrica.net</a>

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

## 1. CLOSING DATE

The closing date for the submission of proposals is 14 December 2023 at 12h00pm (UK'time). No late submissions will be accepted.

## 2. PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

2.1 South African Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by South African Tourism. The portal is the official portal for South African Tourism, which ensures

an open, transparent, and competitive environment for any person participating in the procurement processes.

The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal. The Portal's URL (<https://e-procurement.southafrica.net>) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox and Safari. Interested bidders should with immediate effect consider registering and submitting their bid proposals on the portal which has specifically been developed and implemented for this purpose.

The supplier user manual can be viewed and downloaded on South African Tourism's website at <https://www.southafrica.net/gl/en/corporate/page/tenders>. All bidders should therefore take note that the physical drop-offs and courier of bid responses to South African Tourism's physical address is no longer permitted.

Prospective tenderers must periodically review both <http://www.southafrica.net/gl/en/corporate/page/tenders> and <https://e-procurement.southafrica.net> for updated information or amendments with regard to this tender, prior to due dates.

- 2.2 Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all aspects, may invalidate the tender.
- 2.3 Tenders must be completed in black ink where mechanical devices, e.g., typewriters or printers, are not used.
- 2.4 Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated-ed. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.

### **3. CONTACT AND COMMUNICATION**

A nominated official of the bidder(s) can make enquiries in writing to the specified person, Wiqar Sayed, via email at [wiqar@southafrica.net](mailto:wiqar@southafrica.net). Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address. Bidders are to communicate any technical enquiries through the nominated official in writing no later than 27 November 2023

All responses will be published by 30 November 2023 on the following links:

<https://www.southafrica.net/gl/en/corporate/page/tenders>;

### 3.1 VALIDITY PERIOD

The tender proposal must remain valid for at least five (5) months after the tender due date.

All contributions / prices indicated in the proposal and other recurrent costs must remain firm for the period of the contract.

### 3.2 DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six (36) months contract and service level agreement with the successful bidder(s). The contract will also be subject to a periodic performance evaluation on agreed terms and conditions unless the parties agree otherwise.

## 4. BUSINESS CASE

As indicated in the Strategic Plans and Annual Performance Plans, part of SA Tourism's mandate is marketing and promoting South Africa as an attractive tourism destination for both business events and leisure tourists. This is therefore a request for proposals from events and activations agency service providers whose speciality is the development of breakthrough and innovative consumer and business events and activations that will drive consideration towards South Africa as a holiday destination for British and Irish audiences.

The United Kingdom and Ireland hub specifies the work that needs to be carried out through their annual business plans, by stipulating "Big Things" to be done. These big things consist of both a trade as well as a consumer focus and are compiled after a process that entails monitoring of macro-economic conditions and performance, brand tracking results such as awareness, positivity and conversion, as well as other key components contained in the marketing funnel. The key business objectives for the 2023/24 fiscal for the hub are as follows:

First Time Visitors	Inspire considerers with our natural beauty, wildlife and friendly and welcoming locals as a key to a safe and memorable holiday experience that offers great value for money and impacts positively into local communities
Repeat Visitors	Encourage repeat visitors to explore the country's hidden gems throughout the destination contributing to sustainability by promoting geographic spread and seasonality
Trade	Partner with the trade to sell and package varied products and experiences and equip trade with skills, knowledge, tools and platforms to increase their confidence in selling the destination
Market Access	Identify and work with relevant South African SME products and experiences for exposure and access to UK trade, media and consumer audiences on various trade and consumer platforms.

The brand awareness work is done via digital and social media to drive appeal to the destination. Branded content partnerships drive consideration by providing a fresh and vibrant view of South Africa. Conversion is driven in collaboration with trade partners and airlines.

Albeit efforts to influence both awareness and positivity, persistent barriers impacting awareness are lack of safety perceptions, value for money and other destinations more appealing than South Africa. Further, down the marketing funnel, numbers were lost at people who have sought information but chose not to book reflecting a gap in information provided on various channels.

Consumer insights reflect that the English and Irish like to explore, meet the locals and discover hidden gems. This is over and above their key reasons for visiting South Africa, detailed as wanting to experience wildlife and safari, scenic beauty and visiting family and friends. They look for value for money holiday destinations for their holidays. South Africa has high awareness in both the United Kingdom and Ireland and thus it is key to provide inspiring and practical info on the classic highlights, including safari and wildlife, food and wine etc.

South African Tourism's hypothesis of its target audience are experienced international consumers interested in safari, natural beauty, culture and relaxation. They research the destination and plan out their holidays allowing 1-4 months between reservation and travel.

The two key areas required from event and activations are breakthrough offline activations to drive consideration and facilitate conversion to key target consumer audiences and the travel trade to show-case South Africa's diversity of experiences underpinned by value for money and sustainable travel.

## 5. DETAILED SCOPE OF WORK

SA Tourism is therefore inviting proposals from reputable service providers with a footprint in United Kingdom & Ireland in a bid to be appointed as a preferred event and activations management Agency for South African Tourism UK & Ireland to liaise with and complement existing PR, Social Media and media buying services to complete the 360° consumer and trade engagement. The appointed service provider will conceptualise creative event campaigns and outline plans to engage with UK travellers to dispel negative perceptions in the UK to meet the following key hub objectives:

- Increase tourism arrivals from the UK & Ireland.
- Increase tourism spend (contribution to the South African economy).

Consequently, the appointed agency will be responsible for, but not limited to the following:

### A. Overview of services including:

- Project status and management report.
- Event creative concept and design.
- Activation and event logistics, production and execution.
- Appointing and managing third party subcontractors in line with SCM policies.
- Budget management.
- Close out report with clearly articulated ROI (where applicable) and recommendations for future events.

### B. The entire project management and execution of exhibition, consumer, and trade activations in the UK and Ireland, including:

- Conceptualise all activations and events for trade and consumer audiences - the concepts are to be relevant, innovative, and adapted to modern activation trends;
- Undertake detailed planning of all activations ensuring that they comply with all South African Tourism corporate and brand CI;
- Events and activation that are aligned to South African attributes when delivering creative concepts;
- Develop detailed designs and layouts for all activations in accordance with briefs supplied;

- Event promotion including marketing, and public relations, out-of-home marketing, digital marketing geo-targeted to identified audiences for the activations in conjunction with South African Tourism and appointed media, social media and PR agencies;
- End-to-end event production including but not limited to all event collateral and branding.
- Managing variable event sizes ranging from small events e.g. trade dinners to large scale consumer events in high footfall locations.
- Develop and implement branding plans for all of the activations;
- Budget management and reconciliation of all activations in line with SA Tourism procurement policies;
- Medical, Safety & Security, and Disaster Management, in collaboration with Local Organizing Committee (LOC) where applicable
- Public liability insurance for the activations;
- Appoint and oversee food and beverage concessions, where applicable;
- Develop specifications for resources, infrastructure, services and other requirements and procure these requirements using procurement methods that are agreed by South African Tourism;
- Managing and appointing of a range of third-party suppliers on the basis of competitively priced bids for each event;
- Procure and manage the entertainment at the activations;
- Manage the implementation and running of the activations as and when required, including staffing, cleaning and security;
- Ensure that all infrastructures, where applicable, are removed, and, where relevant, properly and effectively disposed of;
- Submit comprehensive debriefs after the activations with ROI (where applicable) and recommendations for future activations;
- Project communication and consultancy;
- Sourcing warehouse and storage per project in line with SA Tourism regulations on storage and distribution of collateral. requirements.
- Manage the implementation and running of brand experiential events in South Africa for targeted trade and media audiences as briefed;
- Coordination and workflow-management;
- These activations should consider;
  - Online and offline platforms.
  - Sustainable event practices
  - Risk management

**C. Key activations will include, but will not be limited to:**

- World Travel Market
- Meetings Africa/Africa's Travel Indaba (South Africa)
- Corporate Events
- Consumer Activations
- Global Activations in-market
- PR Activations
- Trade Activations
- Trade Roadshows (owned and third party)
- Stakeholder Activations
- International activations for tradeshows and regional (Europe) activations
- Global events activating in-market.
- NCB and business events and activations and support

**D. Proposal Details**

- Proposals from bidders should clearly demonstrate their understanding of the brief and their ability to deliver successfully on all the requirements as outlined above.
- Proposals should include agency overview, size, company structure and relationship with any subsidiary or parent company.
- Proposals should describe any prior destination marketing experience and how other experiences outside of destination marketing would allow you to deliver innovative solutions to this sector; and
- Describe any competitive advantages that differentiate you from your competitors
- Brief description of your understanding of SA Tourism's needs and the challenges it faces in the UK.
- In doing so, please do not paraphrase or repeat the content of this RFP; and describe how you would deliver on the scope of services and any additional services that you could offer based on your understanding of SA Tourism's challenges
- Proposals should provide details of experience, skills and qualifications of the proposed team who will work on the project/account.
- Provide a chart illustrating the specific roles and resources that will be assigned to the project and their experience on similar projects.
- Proposals should indicate how the quality and availability of staff will be assured over the term of the agreement;
- Outline the reporting structure and
- How each team member would liaise with the client lead and the PR and media buying account lead?
- Bidders should propose a work plan with associated timelines that will accomplish the tasks mentioned under scope of services; and
- Outline plans to monitor the campaign's performance and implement corrective measures where necessary.
- Proposals should also include credentials in the form of at least two examples of exemplary work carried out in the UK & Ireland in the following areas.

**E. Proposals should include campaign proposals that respond to SA Tourism scope of services and include the following:**

- Consumer activations - Small tactical events, under £50k, and medium/large scale activations over £75k;
- Events, roadshows and/or training workshops - small events under £5k and medium/large scale activations over £30k;
- Provide all management fees and resource rate cards.

**F. The cost should be presented in the same format for year 1, 2 and year 3 (with applicable escalation where relevant) and should separately indicate any once-off cost associated with the project. All costs should be inclusive of VAT.**

The final evaluation will look at short-listed bidders (bidders who meet the minimum required score for functionality) in more detail and may call for additional information and presentations (dates to be announce accordingly).

## 6. Pitch Presentation Brief

### A. Consumer activation

South African Tourism is looking for expertise in conceptualising and managing a consumer event/activation to promote South Africa as an ideal holiday destination for UK consumers using a budget of GBP70,000 with 5% increase in year 2 and 3 consecutively.

### B. The proposal should have the following considerations:

- Show-case South Africa's brand pillars: wildlife, natural beauty, city lifestyle, food and drink, culture, adventure.
- How the Return on investment is measured?
- Which partners would complement the event through their participation?

The solution must provide a 360 view of how you would deliver the service and any creative campaign you can offer.

Clearly indicate when it would be appropriate to commence this campaign and how South Africa leverage the proposals when consumers consider their holiday purchase.

### C. The presentation should include but not limited to:

- Clear set of objectives aligned with hub objectives
- Packaging of the messages to all the audiences
- Clear set of key performance indicators with expected results
- Creative marketing and promotions strategy recommendations (not included in the budget)
- Channels to be used
- Resources required
- Timings

## 7. PRICING SCHEDULE

Provide all management fee, detailed resource rate card and third party cost if there is any.

- Share a commercial proposal for a thirty-six months (36) project-based contract with South African Tourism Tender 002/23 Events and Activations for UK and Ireland
- Pricing should be provided in line with a submitted rate card in addition to the proposed fees.
- With reference to the above tender, the contract period for the successful bidders will be for a period of three years. We, therefore, are inviting the bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline.
- The pricing should be inclusive of any applicable escalation percent.

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