



SOUTH AFRICAN TOURISM

Tender for Events and Activations Agency for UK & Ireland UK 231/23

PART C: TENDER EVALUATION PROCESS (Events and Activations Agency for the United Kingdom and Ireland)

Summary of the Evaluation Phases (table below 1)

Phase 1 Administrative and Mandatory bid requirements	Phase 2 Desktop Functional Technical and Pitch Presentation Evaluation	Phase 3 Price and Preference points (Specific goals) Evaluation
Service providers' responses will be evaluated based on compliance with the listed administrative and mandatory bid requirements.	<p>Service provider (s) are required to achieve a minimum threshold as per Phase 2A and Phase 2B.</p> <p>The Tender/Evaluation Matrix Cross Reference: Service providers should reference the criteria to the portfolio of evidence in the bid proposal. – It is of vital importance that systematic scoring can be carried out.</p> <p>1. Phase 2. A: Desktop technical, functional evaluation= 60 points:</p> <ul style="list-style-type: none"> • A bidder must meet a minimum threshold of 45 points of desktop technical and functional evaluation in order to be considered for the next phase of evaluation, Phase 2B (Presentation). • Failure to meet the minimum point's threshold will result in disqualification in this phase. <p>2. Phase 2. B Presentation = 40 points:</p> <ul style="list-style-type: none"> • A bidder must meet the minimum threshold of 30 points of Phase 2B functional evaluation in order to be considered for the next phase of evaluation, Phase 3 (Price and preference points-Specific Goals). • Failure to meet the minimum will result in disqualification in this phase. 	The bidder who advances to Phase Three (3) will be evaluated based on Price comparison; the highest scorer on price points or cheaper will be recommended for appointment.

Phase 1: Evaluation Requirements

Without limiting the generality of South African Tourism and other critical requirements for this Bid, bidder(s) must submit all the documents required.

All documents must be completed and signed by the duly authorised representative of the prospective bidder(s). During this phase, bidders' responses will be evaluated based on compliance with the listed administrative and mandatory bid requirements. The bidder(s) proposal will be disqualified for non-submission of some or any of the documents.

Table 2

Document that must be submitted	YES/NO	Non-submission may result in disqualification.
Registration Certificate		Confirmation of company registration details as submitted to Companies House.
Financial Position		Recent audited final accounts & cashflow submitted to Companies House & HMRC
Annexure A-Invitation (SBD 1)		Complete and sign the supplied SBD 1
Annexure C-Declaration of Interest - SBD 4)		Complete and sign the supplied SBD 4
Proof of Joint-venture; consortium, sub-contracting agreement if applicable.		Written undertaking of the Joint venture, consortium commitment between main bidder and partner(s)/subcontractor(s).

Phase 2: Technical Evaluation Criteria = Weighting out of 100 basis points

All bidders are required to respond to the technical evaluation criteria scorecard and provide information/portfolio of evidence that they unconditionally hold the available capacity, ability, experience, and qualified staff to provide the requisite business requirements to South African Tourism under this tender.

Bidders will be required to achieve a minimum threshold as per Phase 2A and Phase 2B.

Table 3

100%		Percentage points allocated for FUNCTIONALITY	
Phase 2.A: Desktop technical, functional evaluation = 45 points Phase 2.B Presentation = 30 points		Minimum threshold of points - Tenderers with less than this score will be eliminated	
Deliverables / Performance Indicators Please refer to the detailed evaluation pointers under the scope of work shared above. NB: If below criterion not specific on detailed breakdown on points allocation, the technical functional evaluation matrix will be applied for scoring	Reference letters on letterhead as required below may cross over to various criteria provided that such details are highlighted as required from each criterion.	Value allocated	Reference page in submission
Bidders' expertise and experience in Events and Activation particularly in the Tourism industry <ul style="list-style-type: none"> Evaluate the bidder's expertise and experience in managing events and activations within the tourism industry. Consider their understanding of the scope of work and their ability to meet the requirements. Assess the provided details, testimonials, and reference letters (on client letterhead) from at least four (4) similar assignments completed in the past three years. Review their capacity, capabilities, and relevant experience in activations within the tourism, hospitality, and/or service industry. 	20		
Ability to develop and execute various events: <ul style="list-style-type: none"> Evaluate the bidder's ability to develop and execute world-class activation campaigns. Assess the examples and links to previous campaigns provided by the bidder. Consider the clients of similar size and complexity the bidder has worked with. Review the three (3) recommendation letters from current and/or previous clients emphasizing the type of events, 	15		

ability to meet tight deadlines, flexibility, and successful outcomes.					
Expertise and experience of proposed team in response to SA Tourism requirements: NB: South African Tourism reserves the right to contact the referees for completeness, should the reference provide a negative response, this may have an impact on the allocation of points. 0 (0) = none scoring will be evaluated as follows <ul style="list-style-type: none"> ○ No submission/irrelevant experience and qualification. ○ Less than Twenty (20), Fifteen (15) as per the resources mentioned of experience ○ Failure to attach CVs/profiles and qualifications 		Chief Creative Director , must have a minimum of 4 years of experience in Event & Activation and also attach CV/profile <ul style="list-style-type: none"> • 1= 4 Years experience in event and activation • 2= 5 to 6 Years experience in event and activation • 3= 7 years and above in event and activation 	5		
Account Director , Must have minimum of 4 years of experience in Event & Activation. Attach CV/profile and qualifications. <ul style="list-style-type: none"> • 1= 4 Years experience in event and activation • 2= 5 to 6 Years experience in event and activation • 3= 7 years and above in event and activation 				5	
Campaign Strategist , Must have a minimum of 4 years of experience in Event & Activation. Attach CV/profile and qualifications. <ul style="list-style-type: none"> • 1= 4 Years experience in event and activation • 2= 5 to 6 Years experience in event and activation • 3= 7 years and above in event and activation 				5	
Logistics <ul style="list-style-type: none"> • Evaluate the bidder's experience within the industry, including customer clearance, specialized knowledge, and expertise in logistics services. • Consider the bidder's technical capabilities, personnel, and expertise in providing logistics services. • Review three relevant references indicating scale and volume of previous and/or current clients, considering the credibility and success of their logistics operations. 				10	
Phase 2A Total				60	

PHASE 2 B PRESENTATION	40	
Criterion 5: Cases Studies (Live Presentation) <ul style="list-style-type: none"> • Clear set of objectives aligned with hub objectives as highlighted in the scope of service • 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 <p>NB: Technical functional evaluation matrix will be applied for scoring.</p>	25	
Agency methodology and approach (Live Presentation) <ul style="list-style-type: none"> • Assess the bidder's methodology and approach in defining and conceptualizing and executing the campaign, (<i>example is required during presentation</i>) • Consider their ability to deliver engaging and innovative brand experiential events. <p>Evaluate the clarity and effectiveness of their proposed approach in meeting the objectives of the tender. NB: Technical functional evaluation matrix will be applied for scoring</p>	15	
Phase 2B Total	40	
Total Weight	100	

- Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must as part of their bid documents, submit supportive documentation for all functional requirements as indicated in the Terms of Reference. The panel responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the RFP.
- The score for functionality will be calculated in terms of the table below where each Bid Evaluation Committee (BEC) member will rate each individual criterion on the bid evaluation score sheet using the following value scale/matrix:

Table 4

Rating	Definition	Score

Excellent	Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential value, with supporting evidence.	3
Acceptable	Satisfies the requirement with minor additional benefits , above average demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential required services, with supporting evidence.	2
Average	Submission meets the minimum requirement with major reservations . Considerable reservations of the supplier's relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services, with little or no supporting evidence.	1
Unacceptable	Does not meet the requirement . Does not comply and/or insufficient information provided to demonstrate that the supplier has the ability, understanding, experience, skills, resources & quality measures required to provide the goods/services, with little or no supporting evidence.	0

Phase 3: Price Comparison

The bidder who advances to Phase Three (3) will be evaluated based on Price comparison; the highest scorer on price points or cheaper will be recommended for appointment.

Upon the successful negotiation and signing of a contract and services level agreement with the preferred bidder all other bidders will be considered as unsuccessful.

END