



T2.2-02: Evaluation Schedule – Previous Experience (30 Points)

Tenderers are required to demonstrate performance in comparable contracts of similar size and nature by supplying the following list of past / current comparable contracts within 05 years.

Evidence for similar works as detailed in the Scope of works with reference to:

1. Public Relations, Marketing, Creative writing, and copyright
2. Brand and Reputation Management
3. Crisis Communication Management
4. Creating Brand Awareness and positioning
5. Media Strategy development
6. Media buying and training.
7. Photography and videography

Sufficient contactable references to substantiate experience indicated (Client name and contact details, project description, duration, and contract value)

Index of documentation attached to this schedule

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The scoring of the previous experience will be as follows:

Elements: Weight 30 Points		Previous Experience
	Points	30
	Score	
	0	Tenderer's previous experience presented has no relevance to the scope of this contract and did not address any of the requirements.
Tenderers are required to demonstrate performance in comparable contracts of similar size and nature by supplying the following list of past / current comparable contracts within 05 years. NB: Minimum of 5 reference letters (must be linked to the submitted portfolio of evidence on T2.2-04: Evaluation Schedule – CREATIVITY)	20	Tenderer submitted reference letters each covering all 3 of 7 listed scope of works deliverables
	40	Tenderer submitted reference letters each covering all 4 of 7 listed scope of works deliverables
	60	Tenderer submitted reference letters each covering all 5 of 7 listed scope of works deliverables
	80	Tenderer submitted reference letters each covering all 6 of 7 listed scope of works deliverables
	100	Tenderer submitted or more reference letters each covering all 7 of 7 listed scope of works deliverables