

## CITY POWER

# Specification: Supply and Delivery of Brand Management Services (including Corporate Gifts, Events & Travel Management), Advertising & PR Campaigns

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April 2025



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## TABLE OF CONTENTS

### Contents

1.	INTRODUCTION.....	3
2.	SCOPE OF WORK.....	3
3.	REQUIREMENTS .....	8
3.1	Corporate Gifts.....	8
3.2	Travel and Accommodation.....	9
3.3	Brand strategy implementation.....	11
3.4	Advertising and PR Campaigns .....	12
3.5	Public Relations and Media Engagement.....	15
3.6	Marketing and Advertising.....	17
3.7	Email Newsletter .....	17
4.	DELIVERABLES .....	18
5.	ADDITIONAL SPECIFICATIONS.....	18
6.	RECOMMENDATIONS.....	19

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## 1. INTRODUCTION

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City Power Johannesburg (SOC) Ltd is the Energy Distribution Service Provider to the Service Authority, Johannesburg Council. The core competency of the business is to purchase, distribute and sell electricity within its area of supply within Johannesburg, which has seven regions that are supplied by eight City Power Service Delivery Centres.

With a steadfast commitment to reliability, innovation, and sustainability, City Power has established itself as a cornerstone in the urban infrastructure landscape.

City Power is 100% owned by the City of Johannesburg as its sole shareholder and exists to serve the people of the city as per the mandate of the local municipal government.

City Power is dedicated to 'keeping the LIGHTS ON' for its diverse customer base, which includes over 378,852 residential prepaid and post-paid customers, businesses, and large power users. Beyond service provision, City Power is instrumental in maintaining public lighting for inhabitants of Johannesburg, illuminating the city, and ensuring safety and visibility.

City Power seeks to partner with experienced and innovative service provider/s who can deliver a comprehensive suite of brand management solutions, including corporate gifts, events, travel and accommodation management, advertising and PR Campaigns and prove to have experience in delivering such services and goods both in the public and in private sectors.

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## 2. SCOPE OF WORK

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Considering the above, City Power seeks to appoint a strategic partner with proven experience in, but not limited to, brand positioning, events, travel and accommodation management, community social investment initiatives, communication, advertising and PR Campaigns. This partnership aims to enhance City Power's visibility and positive image through the execution of efforts directed at both employees and external stakeholders, including customers and communities.

The service provider is required to provide professional and efficient travel management services to City Power to support the above for the duration of the contract. This includes but is not limited to the booking and coordination of:

- Air travel (domestic and international as per City Power Policy).
- Ground transportation (shuttle services, car rentals, and private transfers).
- Accommodation (hotels, lodges, or guesthouses).
- International car/travel arrangements per our policy

- Local and cross-border car/travel arrangements per our policy
- Airport shuttle service to and from airport for international flights (both sides)
- Airport shuttle service to and from airport for local/cross border travel
- Travel insurance including medical and repatriation when required
- Ensuring of correct licences if car hire is required for international travel
- International accommodation per our policy
- Meal allowances for employees.
- Itinerary planning and management.
- Discounted flights (discount to be carried over to the end user)
- Seat class classification (where applicable in accordance with our policy)
- Flight class as per our policy
- Local and cross0border flights per our policy
- Local and cross-border accommodation per our policy
- Foreign currency arrangements
- Passport applications and approval, including temporary requirements where applicable
- Visa applications and approval including temporary requirements where applicable
- Application for international driver's license, as required
- Airport Lounge access as required
- Air miles to be to the benefit of the passenger
- Must provide, where possible, multiple options on all travel per our policy — at the discretion of City Power

Any additional services that may be provided, being a cost-effective service and trouble-free travel experience

The selected service provider must submit a comprehensive written proposal that addresses the below as well as examples of similar work done / projects completed. Emphasis should be placed on the scope of work and expected deliverables of:

- **Corporate Gifts**

- **Description:** Thoughtful and purposeful branded items or products to be given to customers, employees and/or other stakeholders to express appreciation, strengthen relationships and promote brand loyalty. These gifts must serve multiple

purposes, including fostering goodwill, enhance brand visibility, and reinforcing corporate values.

- **Requirements:** The service provider should have a proven track record in corporate gifting and should have access to high quality materials for corporate gifts.

- **Corporate Events**

- **Description:** Corporate events are organized activities or gatherings that are planned by City Power to achieve specific goals related to our brand, objectives, or stakeholder engagement. These events can vary in size, purpose, and format, and they play a crucial role in fostering relationships, promoting products, and enhancing corporate visibility.
- **Requirements:** The service provider should be able to develop brand material such as banners, exhibitions, branding magazines, other visual elements that will contribute to the overall City Power message.

- **Events, Travel and Accommodation**

- **Description:** Events, Travel, and Accommodation Management services involve the end-to-end planning, coordination, and execution of all logistical arrangements for organizational events, stakeholder engagements, campaigns, and business travel. This includes sourcing and booking venues, managing travel arrangements (flights, transport, transfers), and securing suitable accommodation to ensure smooth and professional event delivery and stakeholder participation.
- **Requirement:** The service provider must demonstrate proven capacity and experience in managing large-scale corporate events and travel logistics, offering competitive pricing, 24/7 support, efficient turnaround times, and seamless coordination. The service provider should have an established network of travel and hospitality partners and be able to deliver customized, reliable, and cost-effective solutions aligned to the organization's branding and operational needs.

- **Programmatic Advertising**

- **Description:** Programmatic advertising involves the automated buying and selling of online advertising space in real-time using algorithms and data.
- **Requirements:** The service provider should have a robust programmatic platform capable of targeting specific audiences, optimizing campaigns in real-time, and providing detailed analytics.

- **Mobile Advertising**

- **Description:** Mobile advertising refers to advertisements delivered through mobile devices such as smartphones and tablets.
- **Requirements:** The service provider should offer mobile-optimized ad formats, targeting options for various mobile platforms, and expertise in mobile ad creative

design.

- **Social Media Paid Advertising**

- **Description:** Social media paid advertising involves promoting content on social media platforms through paid advertisements.
- **Requirements:** The service provider should have experience in managing paid campaigns across major social media platforms, targeting capabilities, and proficiency in analysing social media metrics.

- **Display Advertising**

- **Description:** Display advertising includes visual ads that appear on websites, apps, or social media platforms.
- **Requirements:** The service provider should offer a variety of display ad formats, targeting options, and tools for tracking and optimizing display ad performance.

- **Digital Billboards Adverts**

- **Description:** Digital billboards are electronic displays used for advertising in high-traffic areas.
- **Requirements:** The service provider should have access to digital billboard networks, expertise in creating eye-catching digital ads, and capabilities for scheduling and managing billboard placements.

- **Google Ads**

- **Description:** Google Ads, formerly known as Google AdWords, is an online advertising platform developed by Google.
- **Requirements:** The service provider should be a certified Google Partner with experience in managing Google Ads campaigns, keyword research capabilities, and proficiency in Google Ads analytics.

- **Geo-Targeting Ads**

- **Description:** Geo-targeting ads involve delivering ads to specific geographic locations.
- **Requirements:** The service provider should offer geo-targeting capabilities, including targeting by city, region, or custom-defined areas, and tools for optimizing ad delivery based on location data.

- **Search Engine Marketing**

- **Description:** Search engine marketing (SEM) involves promoting websites by increasing their visibility in search engine results pages through paid advertising.
- **Requirements:** The service provider should have expertise in managing SEM campaigns across major search engines, keyword bidding strategies, and proficiency in SEM analytics.

- **Radio Adverts**
  - **Description:** Radio adverts are audio advertisements broadcasted over radio stations.
  - **Requirements:** The service provider should have access to a network of radio stations, expertise in creating effective radio ad scripts, and capabilities for scheduling and tracking radio ad placements.
- **Newspaper Adverts**
  - **Description:** Newspaper adverts are printed advertisements published in newspapers.
  - **Requirements:** The service provider should have partnerships with newspapers, expertise in designing newspaper ads, and capabilities for booking and tracking newspaper ad placements.
- **TV Adverts**
  - **Description:** TV adverts are video advertisements broadcasted on television channels.
  - **Requirements:** The service provider should have access to TV networks, expertise in creating TV ad scripts and visuals, and capabilities for scheduling and tracking TV ad placements.
- **Billboards**
  - **Description:** Billboards are large outdoor advertising structures typically located in high-traffic areas.
  - **Requirements:** The service provider should have access to billboard inventory, expertise in designing billboard ads, and capabilities for scheduling and tracking billboard placements.
- **Influencer Marketing for City Power Campaigns**
  - **Description:** Influencer marketing involves partnering with influential individuals on social media to promote products or services.
  - **Requirements:** The service provider should have experience in influencer identification and outreach, negotiation with influencers, and tracking influencer marketing campaign performance.
- **Email Newsletter**
  - **Description:** We are seeking to implement a targeted email newsletter campaign to enhance direct communication with residents. The goal is to provide detailed updates, community news, upcoming events, and important announcements directly to residents' email addresses. The newsletters will be personalized with multimedia content, clickable links, and tailored to meet individual preferences through segmentation.

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## 3. REQUIREMENTS

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The following is required for:

### 3.1 Corporate Gifts

- Source or manufacture and supply branded corporate gifts including clothing in line with the company's brand strategy.

The Agency(ies) will be tasked with assisting with the development, management and execution of the company's stakeholder strategy and plan including but not limited to the following:

- Organise all events (external and internal) on behalf of the company, i.e. development, planning and execution ensuring effective promotions and event management for road shows, community engagements etc.
- Sourcing venues, coordinate accommodation requirements and catering.
- Provide photography and videography services and products.
- The planning, designing and execution of City Power events and exhibitions (including exhibition stands) including the production of relevant materials for events and exhibitions.
- The provision of relevant equipment and tools for all events including marques, sound systems, tables, chairs and all other equipment's which may be necessary to make an event or exhibition a success.
- Produce, write, edit and print necessary publications, tariff booklets, banners, brochures, pamphlets, corporate calendars, diaries, notebooks needed to communicate with stakeholders and employees.
- Company / Corporate signage (buildings, directional, vehicle wrapping, digital etc.)
- Business cards (printed and digital)
- The design, concept and theme development of the above should be in line with City Power's objectives, positioning and audiences. Also, design of programs and material should be done in compliance with the Corporate Identity (CI) guidelines (presentations, literature, website, promotional materials etc.).
- The service provider should have a proven track record of delivering successful advertising campaigns for similar clients.



## 3.2 Travel and Accommodation

### 3.2.1 Air Travel

- Provide options for cost-effective flights, including flexible and refundable tickets where necessary.
- Ensure compliance with travel policies regarding class of travel (economy or business, depending on staff levels).
- Ability to accommodate last-minute changes or cancellations.

### 3.2.2 Ground Transportation

- Provide safe and reliable transportation services, including roadworthy and insured vehicles.
- Ensure availability of chauffeur services when required.
- Support for large groups during events or team travel.

### 3.2.3 Accommodation

- Negotiate discounted rates with accredited establishments.
- Ensure accommodations are conveniently located and meet safety, cleanliness, and quality standards.
- Offer a variety of options to suit different budgets and preferences.
- Hotel or other accommodation and facilities for organization of the workshops
- The Agency(ies) shall make reservations for lodging accommodations when requested. This service shall include initiating and confirming reservations.
- The Agency(ies) agrees to negotiate to the maximum extent possible, discount rate including net rates, for hotel accommodations applicable specifically to reservations by the City Power Johannesburg for official travel and for seminar/workshops and to arrange such services on a countrywide basis when requested to do so.
- Providing the necessary equipment for the workshop seminars (projector, screen, printer, lap-top computer) if required by City Power Johannesburg

### 3.2.4 Travel Insurance

- Facilitate comprehensive travel insurance coverage for employees traveling domestically and internationally.
- Include coverage for medical emergencies, cancellations, and lost luggage.

### 3.2.5 Meal Allowance

- Provide a daily meal allowance for employees to cover breakfast, lunch, and dinner during official travel.

- Ensure allowances align with City Power's policies and are adjusted for location-based costs (domestic or international).
- Allow for direct invoicing or reimbursement options where necessary.

### **3.2.6 Traveller's profiles**

- The Agency(ies) shall maintain computerized profiles of all frequent travelers, as designated or defined from time to time by the City Power Johannesburg, setting forth the traveler's preferences regarding airlines, hotels, seating and meal requirements, passport and such other information is useful to facilitate such travelers travel arrangements.

### **3.2.7 Management report**

The Agency(ies) shall provide the City Power Johannesburg with management information reports consisting, at a minimum, of the following:

- A concise quarterly narrative of the Agency(ies) activities, which shall be submitted to the tasking authority within 10 calendar days after the end of the quarter. This report should identify problems, if any and recommend solutions. Suggestions to enhance service should be included.
- A monthly summary (including year to date cumulative figures) of sales activity data which shall be submitted to the tasking authority within 10 days of the end of the month. This summary shall reflect all official sales activities with each airline based on tickets value. This report should also show a detailed analysis of the number of trips, carries used; savings achieved from the carrier's lowest available. Ticket refund status reports are also required.

The Agency(ies) shall provide the BEE status report on quarterly basis to the City Power Johannesburg

### **3.2.8 Performance evaluation and review**

- The Agency(ies) shall meet periodically with the tasking authority to discuss issues of mutual concern to review the Agency(ies) performance and to discuss improvements which the Agency(ies) or the tasking authority should make in order to achieve more effective travel management and greater savings. The Agency(ies) shall arrange meetings quarterly to discuss travel updates and other travel matters with the tasking authority. The Agency(ies) shall make the City Power Johannesburg aware immediately of major industry changes, which have a broad impact on its travel policy or procedures.

### **3.2.9 Travel agents' quality control**

- The Agency(ies) shall establish and operate to monitor on a regular and continual basis the quality of travel services provided to the City Power Johannesburg These procedures shall

include a self-inspection system covering all the services to be performed under the contract and shall include a method for monitoring, identifying and correcting deficiencies in the quality of service furnished to the City Power Johannesburg. The tasking authority shall be notified of any deficiencies found and corrective action taken, such actions shall be included in the Agency(ies) narrative report required under section "G" Management Report.

- The City Power Johannesburg reserves the right to conduct its own quality control surveys among frequent travelers.
- The Agency(ies) warrant that the personnel assigned to handle the City Power Johannesburg travel arrangements shall have a strong control tariff experience and shall constantly be trained to be kept up to date

#### **3.2.10 Refunds**

City Power Johannesburg shall be fully reimbursed at all times by the Agency(ies) for partly or fully unused tickets. The Agency(ies) shall process for refund all returned airline tickets for official travel within seven days.

### **3.3 Brand strategy implementation**

- Developing a world-class Brand Strategy for City Power that will involve a detailed process that must align with City Power's mission, values, and strategic objectives while also addressing the needs of its stakeholders and the dynamics of the energy sector. This will also include the development of brand guidelines to ensure consistent application of the visual identity across all touchpoints and design branded templates for various communication materials, such as stationery, presentations, signage, and marketing collateral.

### 3.4 Advertising and PR Campaigns

The successful bidder will be required to work in consultation with the PR and Communications Department to produce the following deliverables:

ACTIVITY	SPECIFICATION	EXECUTION	PLATFORMS	FREQUENCY/ DURATION
Programmatic Advertising	Implementation of a data-driven, automated bidding system for purchasing display, video, or mobile advertisements. Campaigns should be optimized for maximum engagement and conversion rates. <b>Target:</b> Minimum 10 million impressions per campaign.	Use DSPs (Demand Side Platforms) to manage real-time bidding. Service providers must provide transparent reporting metrics including click-through rates, engagement levels, and cost per acquisition.	Ad placements should be focused on relevant platforms frequented by City Power's target audience.	Monthly
Mobile Advertising	Target ads to smartphones and tablets through apps and websites. Formats to include banner ads, interstitial ads, video ads, and native ads. <b>Target:</b> Reach an engagement rate of 2% or higher.	Use a mix of CPI (Cost Per Install), CPC (Cost Per Click), and CPM (Cost Per Mille) billing methods. Monthly performance analysis and optimization reports are required.	Ensure ads are optimized for different mobile platforms and operating systems.	As and when required
Social Media Paid Advertising	Each campaign should aim to reach at least 5 million people within City Power's area of supply. Use CPM (Cost Per Mille) pricing models.	Develop engaging content tailored to platform specifics. A/B testing of ad copies and visuals to determine the best-performing combinations. <b>Target:</b> Reach 5 million people per campaign. Detailed analytics reporting on engagement rates, reach, conversion rates, and ROI.	Placement of paid adverts on Facebook, and Twitter.	Monthly
Display Advertising	Banner and sidebar ads on relevant websites frequented by target demographics. Emphasis	Ad formats should include static, animated, and interactive content. Ensure that all ads	Placement of display ads on targeted websites.	As and when required

	on high-visibility sites related to energy, local news, and service utilities. <b>Target:</b> 10 million ad impressions per campaign.	are compliant with the latest web standards and are optimized for speed and visibility. Regular updating of ad creatives to maintain engagement and relevance.		
Digital Billboards Adverts	High-resolution digital billboards in key high-traffic areas within the City Power supply region. Ads to rotate with a frequency ensuring visibility at least every 10 minutes during peak times.	Coordinate with digital billboard providers for optimal placement. Use dynamic content that can be updated in real-time based on weather, time, or other relevant triggers. Provide proof of play reports and traffic count data.	Across all 8 SDCs	As and when required
Google Ads	Utilize both Google Search Ads and Google Display Network. Focus on keywords that are highly relevant to City Power's services. <b>Target:</b> Maintain a minimum click-through rate (CTR) of 3%.	Implement geo-targeting to focus on users within the City Power supply area. Regular keyword optimization and bid adjustment to maximize ad performance. Monthly reporting on ad spend efficiency, CTR, and conversion rates.	Google Search Ads and Google Display Network.	As and when required
Geo-Targeting Ads	Serve ads to users based on their geographic location within the City Power service area. <b>Target:</b> Aims to increase localized engagement by 1.5% per month.	Set up and continually refine location targeting settings on all platforms. Tailor ad content to local community issues, events, and needs. Analyze location data to further refine and target marketing efforts.	Across all 8 SDC areas. Utilize platforms like Google Ads, Facebook, and mobile ad networks.	Monthly
Search Engine Marketing	Focus on increasing visibility in search engine results through both SEO and paid search strategies. Target specific, high-intent keywords related to City Power's services. <b>Target:</b> Achieve a top three ranking for at least 50% of targeted keywords.	Regularly update website content and metadata to improve organic search rankings. Implement PPC campaigns with a focus on optimizing ad spend and maximizing click-through and conversion rates. Conduct ongoing keyword research and adapt strategies based on search trend analysis.	Google Search Engine	Monthly
Radio Adverts	30" Ad spots in prime-time slots on major local radio stations known to reach City Power's	Produce high-quality audio content that effectively communicates City Power's key messages. Monitor reach and frequency via	Selected National and	Monthly

	<p>demographic. Creative to be refreshed bi-monthly to maintain listener interest.</p> <p><b>Target:</b> Ads to be aired at least 100 times per month during peak commute times.</p>	<p>listener surveys and radio station data. Evaluate campaign impact through brand awareness studies in the target market.</p>	community Radio Stations	
Newspaper Adverts	<p>Full-page and half-page ads in the main section of major local newspapers. Design should be in line with City Power's brand guidelines.</p> <p><b>Target:</b> Minimum of one full-page and two half-page ads per month.</p>	<p>Collaborate with newspaper agencies for strategic placement ensuring maximum visibility. Use high-quality visuals and engaging copy that convey key messages succinctly. Track readership and response rates to gauge campaign effectiveness.</p>	National and Local Community Newspapers	Monthly
TV Adverts	<p>Prime time slots on popular local TV stations.</p> <p><b>Target:</b> Each ad spot to be 30 seconds long, airing during peak viewership hours. Monthly rotations of ad content to maintain viewer engagement.</p>	<p>Production of high-quality video content that aligns with City Power's branding. Leverage audience metrics to select channels and time slots with the highest reach to City Power's demographic. Measure impact through TV ratings and direct customer feedback surveys.</p>	TV	Monthly
Billboards	<p>Strategically placed billboards in high-traffic locations within City Power's service area. Target: Billboards to be at least 10x20 feet in size, visible from a minimum distance of 500 meters.</p> <p>Refresh creative Monthly to maintain freshness and relevance.</p>	<p>Secure locations that have high visibility and prolonged viewing opportunities, such as busy intersections and major highways. Employ high-durability materials suitable for all weather conditions. Conduct periodic site visits to ensure that billboards maintain visual quality and correct placement.</p>	Across SDC areas	Monthly

### 3.5 Public Relations and Media Engagement

ACTIVITY	SPECIFICATION	EXECUTION	PLATFORMS	FREQUENCY/ DURATION
Media Interviews and speaking opportunities	Position City Power executives as thought leaders by featuring them in media interviews and business seminars/forums. <b>Target:</b> Structured interviews - Prime time slots on popular local TV and radio stations.	Proactively pitch interview opportunities to relevant media outlets as well as speaking opportunities in business seminars / forums. Prepare executives with key talking points and media training.	National and local media, including TV stations, radio shows, podcasts, online news portals.	Monthly
Press Releases	Announce major updates, projects, milestones, or changes within City Power. <b>Target:</b> Press release to be covered in major national TV and radio stations.	Draft a professionally written press release. Ensure it includes key messages, quotes from leadership, and high-quality images. Distribute to media contacts and via a press release distribution service.	Company website, local and national news websites, PR distribution services (e.g. PR Newsire, Bizcommunity, etc).	Monthly or as needed for major announcements.
Media Briefings and Press Conferences.	Provide detailed updates on important projects, crises, or new initiatives. Allow media to ask questions. <b>Target:</b> Ensure attendance from various media outlets and the following media houses: <ul style="list-style-type: none"> <li>• eNCA</li> <li>• SABC News TV and Radio</li> <li>• NewzroomAfrika</li> <li>• Bloomberg News</li> <li>• Business Day</li> <li>• Fin24</li> <li>• Financial Mail</li> <li>• Engineering News</li> <li>• CBS News</li> <li>• Foreign Correspondence Association of South Africa (FCA)</li> <li>• 702</li> </ul>	Schedule and invite key media contacts. Prepare a press kit including fact sheets. FAQs, and Spokesperson availability. Conduct a live or virtual briefing/ conference.	Company headquarters, online video platforms (e.g. MS Teams, Zoom).	Quarterly or as needed for significant events.

Opinion Pieces and Blogs	Share expert opinions, insights, and stories about City Power's impact and industry trends. <b>Target:</b> Opinion pieces and blogs to be covered on major news sites and blog sites.	Write and submit opinion pieces to local newspapers and industry magazines. Regularly update the company blog with relevant content.	Local newspapers, industry magazines, company website.	Monthly
Crisis Communications Plans	Prepare for potential crises with pre-approved messages and a clear communication strategy. <b>Target:</b> Positive coverage in major national radio and TV outlets during a crisis.	Develop a crisis communication plan including a designated crisis team, pre-drafted messages, and a media contact list. Conduct regular training and simulations.	Internal communication channels, including SharePoint and social media,	Annually for updates and as needed during crisis.
Webinar and Online Workshops	Educate the public and stakeholders on energy issues, company initiatives, and industry trends. <b>Target:</b> Reach 1 million people, with 3 million impressions in and around Johannesburg.	Schedule and promote Webinars. Engage expert speakers and ensure interactive elements (Q&A sessions).	MS Teams, ZOOM, We ex, YouTube Live, etc	As and when required
Sponsorship and Partnerships	Collaborate with local events, charities, and industry organizations to enhance brand visibility and community goodwill. <b>Target:</b> To successfully organise and implement CSI events.	Identify and evaluate potential sponsorships and partnerships. Engage in co-branding activities and ensure City Power's presence at events.	Community events, industry conferences, third party sites.	Once a quarter
Community Outreach Programmes	Engage directly with the community through events, workshops, and informational sessions. <b>Target:</b> To successfully organise and implement community outreach programmes.	Organise community events (both in person and virtual) focusing on energy conservation, safety, and updates on City Power initiatives. Partner with local organizations for broader reach.	Community Centers, local event spaces, online event platforms.	Quarterly
Media Training	Train people improve their communication skills and how to articulate their messages clearly. <b>Target:</b> Train 30 people on how to conduct media interviews.	Facilitate media training sessions to assist Communication personnel and executives improve how they engage with the media effectively and how to deal with difficult questions during interviews.	Mock studio	Monthly



### 3.6 Marketing and Advertising

- The service provider should have a proven track record of delivering successful advertising campaigns for similar clients.
- The service provider should demonstrate expertise in creative development, media planning, and campaign optimization.
- The service provider should provide detailed reporting and analytics to measure campaign performance and ROI.

### 3.7 Email Newsletter

The email newsletter platform must include the following functionalities:

- **Personalization:** Ability to personalize newsletters with recipient names, preferences, and relevant information.
- **Segmentation:** Capability to segment recipient lists based on demographics, interests, and engagement levels.
- **Multimedia Content:** Support for embedding images, videos, and other multimedia content within newsletters.
- **Clickable Links:** Option to include clickable links directing recipients to relevant web pages or resources.
- **Subscription Management:** Feature for residents to easily subscribe to and unsubscribe from newsletters.
- **Comprehensive Information:** Ability to deliver detailed updates on services, projects, energy-saving tips, and upcoming events.
- **Mobile Compatibility:** Responsive design ensuring compatibility with various devices, including smartphones and tablets.
- **Analytics:** Provision of analytics and reporting tools to track open rates, click through rates, and other key performance indicators.
- **Integration:** Compatibility with existing CRM or database systems for seamless data integration.

The email newsletter platform must meet the following technical specifications:

- Cloud-based solution for scalability, reliability, and accessibility.
- Compliance with data protection regulations.
- Robust security features to protect sensitive information and prevent unauthorized access.
- API availability for integration with third-party applications and services.

- Regular updates and maintenance to ensure optimal performance and security.
  - Once-off subscription for lifetime to allow continuity.
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## 4. DELIVERABLES

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- To mitigate risks that comes with travel and accommodation coordination, there should be a plan in place that can make business travel processes run smoother, and relieve organisation of the burden of managing all of the moving parts involved. One of the greatest benefits of using services from an independent travel agent is the time saved by outsourcing multiple tasks.
- A business travel agent will provide the essential documentation and take care of all the administrative work and complex details. A business travel consultant will have the expertise to complete these travel bookings easily and effectively, they will be required to provide assistance in dealing with complex journey and or to book and connecting flights. They should provide conveyance, accommodation, and admission to employees and groups scheduling trips. They should offer advice on destinations, plan trip itineraries, and make travel arrangements for City Power employees easier.
- As part of the hands-on support, the appointed service provider(s) must ensure skills transfer to the HR & T division in respect of all areas covered by this project. This will include the administration & coordination of the business travel required by the organisation.

## 5. ADDITIONAL SPECIFICATIONS

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- The service provider must have a 24/7 support line for emergencies and last-minute travel arrangements.
- Provide regular reports on travel expenses and bookings, highlighting savings achieved.
- Ensure compliance with City Power's procurement and financial management policies.
- Provide innovative solutions to minimize travel costs and maximize efficiency.
- Ensure confidentiality of all City Power travel arrangements and employee details.

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## 6. RECOMMENDATIONS

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It is recommended that the CEO notes and approves the specification for the procurement of Brand Management services (including corporate gifts, events, travel and accommodation), Advertising and PR Campaigns in line with the available budget.

This specification was prepared with input from:

Name(s)	Department
R Karsten	Social & Ethics Management, Corporate Identity, OCEO
A Van Tonder	Corporate Identity, OCEO
P Motsepe	Digital Media and Website, OCEO
I Mangena	Company Spokesperson, OCEO



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**Recommended by:** Portia Motsepe

**Designation:** Senior Manager m(A): Public Relations and Communications

**Date:** 15 April 2025



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**Approved by:** Isaac Mangena

**Designation:** General Manager: Public Relations and Communications

**Date:** 15 April 2025