



Tender Briefing Session

FOR THE PROVISION OF PUBLIC RELATIONS AND CRISIS COMMUNICATION SERVICES FOR A PERIOD OF FOUR (4) YEARS ON AS AND WHEN REQUIRED BASIS.

TCC/2024/03/0002/58803/RFP



Presented By:

Nhlanhla Caluza

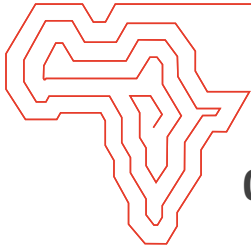
Strategic Sourcing Manager

03 June 2024

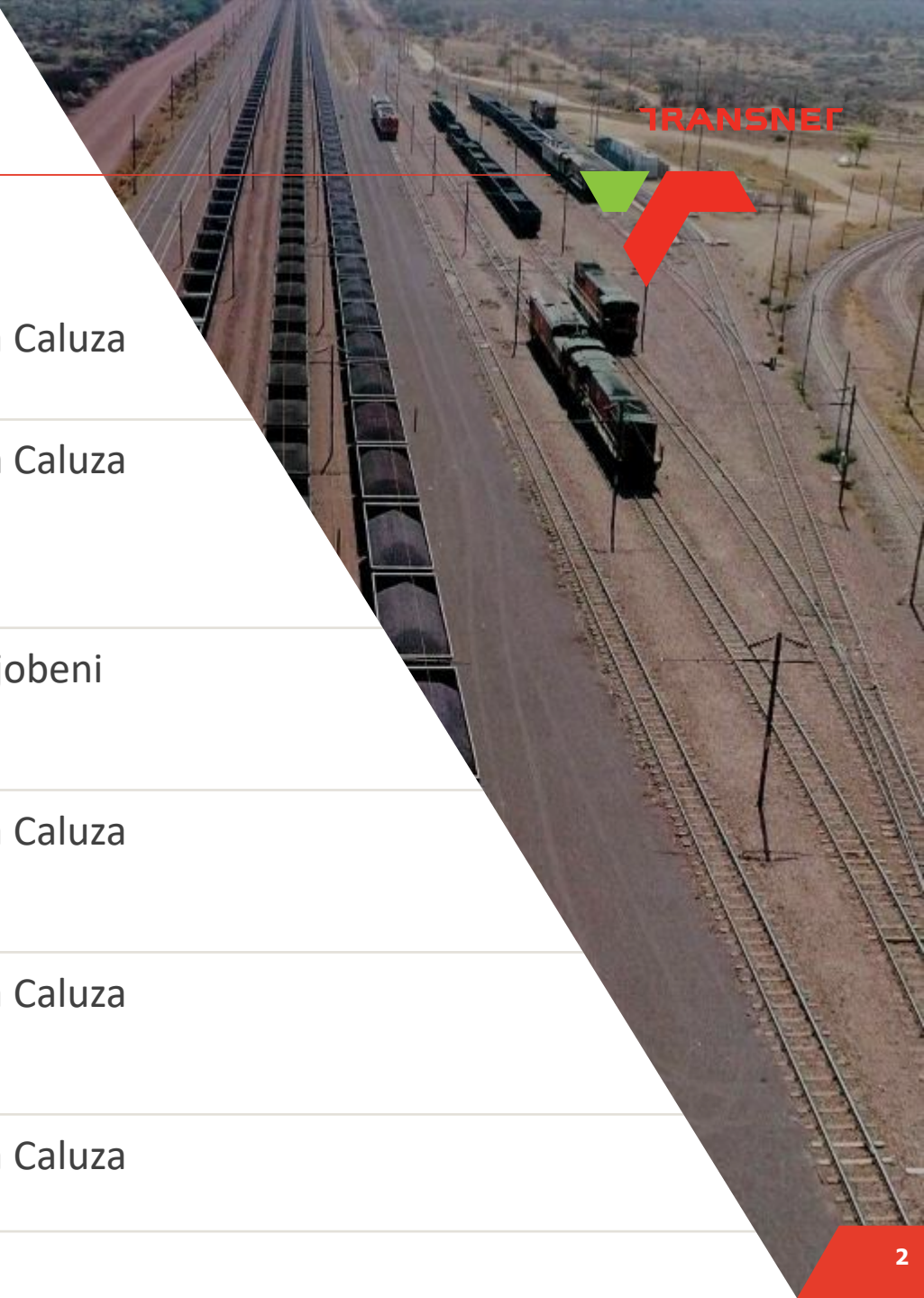
COMPULSORY ATTENDANCE**

AGENDA

Time allocation and presenters



01	Welcome and Introductions	10min	Nhlanhla Caluza
02	Rules of Engagement - Timeline and key dates - Submission Guidelines	5min	Nhlanhla Caluza
03	Scope of Work - Key Deliverables	25min	Siseko Njobeni
04	Procurement Process - Submission Guidelines	10min	Nhlanhla Caluza
04	Evaluation Methodology - Evaluation Criteria	10min	Nhlanhla Caluza
05	Q/A	5min	Nhlanhla Caluza



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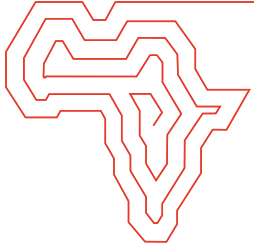


Introduction

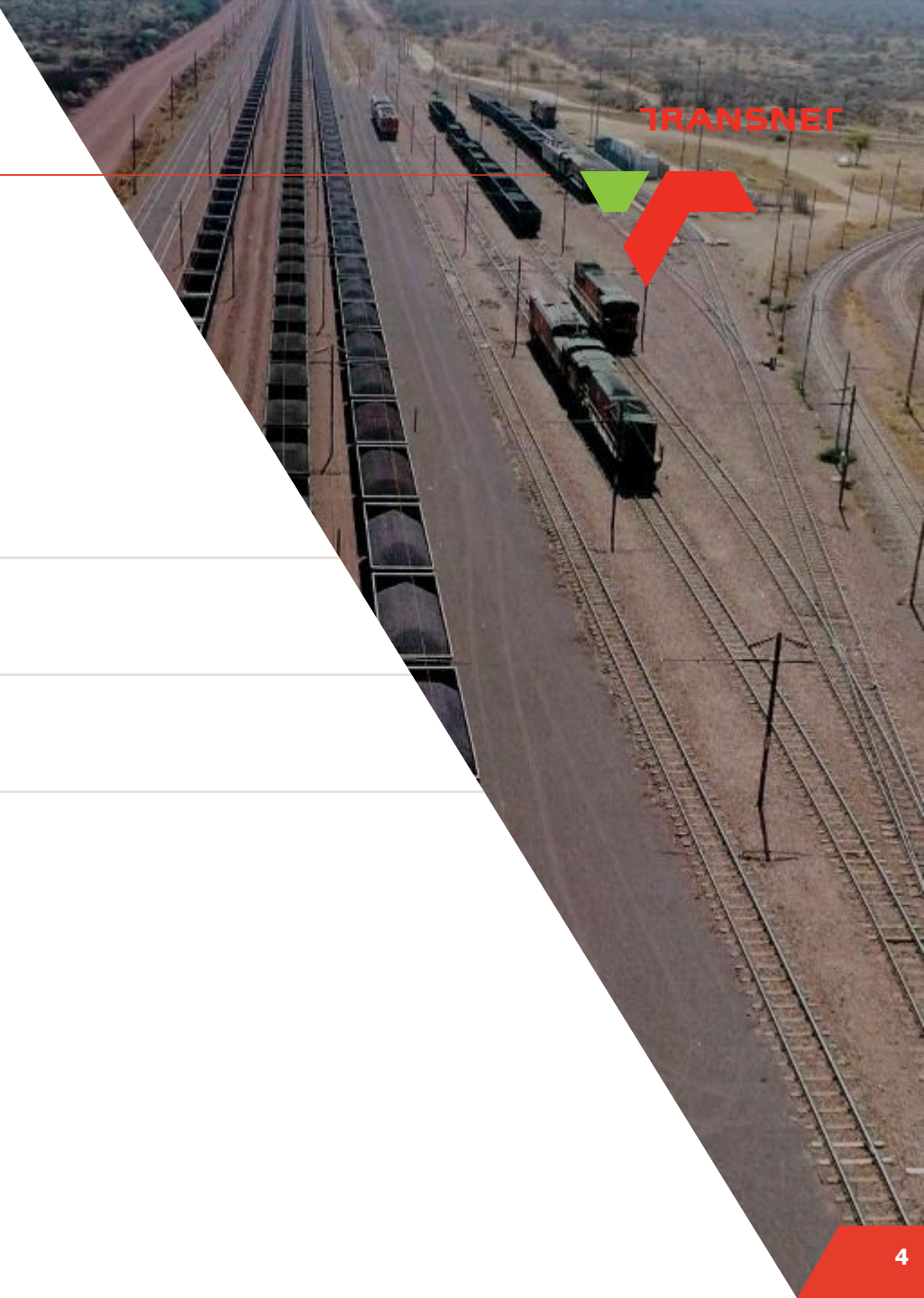


WELCOME

Team Introductions



01	Procurement	Nhlanhla Caluza
02	Procurement	Keoagile Molefe
03	Corporate Affairs	Siseko Njobeni





- This briefing session is compulsory.
- An approximate time allocation of 1 hour has been catered for, the session could end sooner or later, depending on the volumes of clarification questions.
- An opportunity for Clarification questions and answers will be provided after each briefing category.
- All questions will be recorded, and the answers will be consolidated and forwarded to all bidders whose attendance has been confirmed by Transnet. The aim is to provide the consolidated response within 48 hours after the session. Any additional clarification questions hereafter will only be accepted by Transnet until **12h00 on 07 June 2024**.
- Response to clarification questions will be provided to bidders via email.
- All communication subsequent to this briefing session, before the closing date and time, must only be directed to the Nhlanhla.Caluza@transnet.net
- A copy of this presentation will be provided to all bidders who attended the meeting.



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Overview of the Tender & Scope of Services





1. BACKGROUND

The successful bidder shall be required to provide the services listed below. Such services are to be delivered in accordance with briefs issued by Transnet Corporate Centre from time to time. The service includes but is not limited to the following:

Public Relations

- Assist with PR and media campaigns and corporate events for Transnet.
- Develop media strategies based on a thorough understanding of Transnet's operations, its core mandate and its contribution to the South African economy to proactively anticipate and address issues red-flagged in the news-clipping analysis
- Generate relevant content based on Transnet's Corporate Strategy and programmes across all operating divisions – databank
- Formulate a comprehensive media database and actively upkeep such – reflecting Audit Bureau of Circulation (ABC), readership, cost, reach and frequency
- Arrange a well-established media network in all provinces covering mainstream, technical/trade, community newspapers as well as electronic and social media
- Plot Transnet's reputation index and develop media tactics to sway such. This may include profiling executives supported by opinion pieces, speeches at major events, presentations at conferences, etc.
- Develop detailed crisis communication plans for Transnet.
- Identify and probe thought leadership platforms in alignment with Transnet's corporate strategy.
- Create a cost-effective programme for media training for executive management, manage such for print, radio and television
- Provide latest trends on interview styles, technology and voice-overs
- Handle events logistics management for media events such as media tours and media briefings
- On-the- ground support for events – i.e., FaceBook Live, X (formerly Twitter) updates & Instagram stories etc.
- Provide timeous video, photographs and infographics. Arrange photographic services for Transnet events. Ideation, scripting, look and feel, production and editing of short video clips (under 60 minutes), subtitling, editing of Transnet-produced videos, animated video clips.
- Reporting (pre-event, event and post-event). Provide an ROI report within a week after each event, showing the data collected in terms of contacts initiated, queries addressed, Transnet information distributed, and estimated number of people reached during the activation
- Indicate preferred and effective modes of communication within the communities where activations will take place
- Media monitoring of Transnet coverage across traditional and digital media, and distribution of press releases and newsletters at key markets of representation (national and international)

Crisis Communication

- To develop detailed crisis communications strategies and plans based on a thorough understanding of Transnet's operations and its mandate.
- To develop crisis communication protocols for Transnet
- Develop a plan for communication and engagement by decision-makers with the relevant stakeholders during a crisis.
- To guide management's response when dealing with the crisis itself until the situation stabilises
- Media monitoring of Transnet coverage across traditional and digital media, and distribution of press releases and newsletters at key markets of representation to anticipate and mitigate potential crisis (national and international).
- Provide crisis simulation training to Transnet board members and executives.



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Submission Guidelines

PROCUREMENT PROCESS

Overview



- The tender was advertised on the National Treasury Portal www.etenders.gov.za and on the Transnet website.
- The RFP closing date and time is on **14 June 2024 at 17:00**.
- Late submissions will be disqualified.

- **For Instructions on the RFP submission:**

please refer to **RFP, Section 2 paragraph 3.**

- **For details of all returnable documents that need to accompany your RFP submission:**

please refer to **RFP, Section 3, *Returnable Documents*.**



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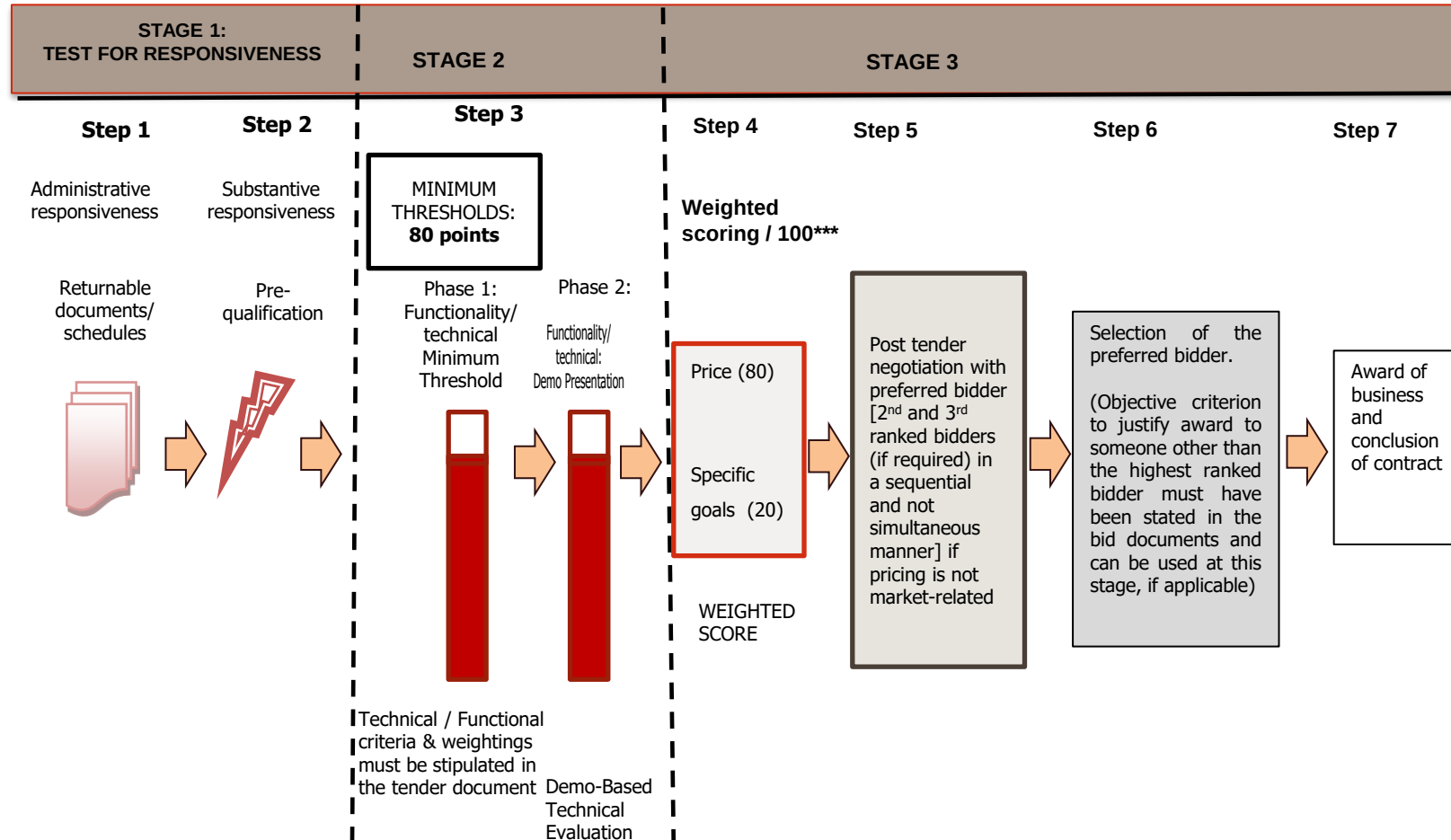


Eligibility & Evaluation Criteria





■ EVALUATION METHODOLOGY





TEST FOR RESPONSIVENESS

Step 1: Administrative Responsiveness

- Whether the bid has been lodged on time. (Section 2 Paragraph 3)
- Whether all returnable documents and/or schedules [where applicable] were completed and returned by the closing date and time. (Section 5)
- Verify the validity of all returnable documents. (Section 5)
- Verify if the bid documents has been duly signed by authorised respondent. (All sections)
- Whether the bidder has attended compulsory briefing session.

Step 2: Substantive Responsiveness

- Whether the bid contains a priced offer as prescribed in the pricing schedule. (Section 4)
- Whether any technical Pre-Qualification Criteria/minimum requirements/ legal requirements have been met as follows: Annexure M: Bidder to confirm the acceptance of the scope of work for the provision
- Public Relations (PR) and Crisis Communication for a period of four (4) Years as and when required basis. (Section 3 & Annexure M)

❖ ***The test for substantive responsiveness [Step Two] must be passed for a Respondent's Proposal to progress to Step Three for further Evaluation.***



TECHNICAL:

STEP 3: PHASE 1: Minimum Threshold 80 points for Technical Criteria.

Technical Criteria	Weighting
Bidder's Experience Bidders to provide signed client reference letters on client letterhead demonstrating experience in developing and executing public relations and crisis communication campaigns in the last 8 years. Reference letters must clearly state the clients name, clients contact numbers and email address, Description of scope of work experience in developing and executing public relations and crisis communication campaigns, Contract value per campaign and duration (start & end Date). No experience in public relations and crisis communication campaigns within a state-owned entity [0] 1- 2 years' experience in public relations and crisis communication campaigns with contract value less than R1 000 000.00 per campaign, within a state-owned entity [5] 3- 4 years' experience in public relations and crisis communication campaigns with contract value less than R2 000 000.00 per campaign, within a state-owned entity [10] 5 years or more experience in public relations and crisis communication campaigns with contract value less than R2 500 000.00 per campaign, within a state-owned entity [15]	15
Portfolio of evidence-Public Relations Bidders to provide case studies as evidence of Public Relations campaigns they have executed in the last 8 years. The case studies must show campaign value, duration, name of the client, problem statement, agency solution and campaign outcomes. Please share pictures of various elements done for the campaign. The case studies should be in a power-point presentation of no more than 5 slides. No experience and no portfolio of evidence submitted [0] 1- 2 years' experience with case studies as evidence of Public Relations campaigns with a contract value of less than R2 500 000.00, within a state-owned entity. [5] 2- 3 years' experience with case studies as evidence of Public Relations campaigns with a contract value of less than R2 500 000.00, within a state-owned entity. [10] 5 years or more experience with case studies as evidence of Public Relations campaigns with a contract value of less than R2 500 000.00, within a state-owned entity. [20]	20



TECHNICAL:

Portfolio of evidence-Crisis Communication Bidders to provide case studies as evidence of Crisis communication campaigns they have conceptualised and implemented in the last 8 years. Each case study must show campaign value, duration, name of the client, problem statement, agency solution and campaign outcomes. Please share pictures of various elements done for the campaign. The case studies should be in a power-point presentation of no more than 5 slides. No experience and no portfolio of evidence submitted [0] 1- 2 years' experience with case studies as evidence of Public Relations campaigns with a contract value of less than R2 500 000.00, within a state-owned entity. [5] 2- 3 years' experience with case studies as evidence of Public Relations campaigns with a contract value of less than R2 500 000.00, within a state-owned entity. [10] 5 years or more experience with case studies as evidence of Public Relations campaigns with a contract value of less than R2 500 000.00, within a state-owned entity. [20]	20
Approach and methodology Bidder to demonstrate an approach and methodology on Public Relations and Crisis communication campaign that includes a process to: • Deliver a proactive Public Relations approach [10] Bidder must highlight their process for scoping, research components and report outline. • Outline an integrated Public Relations Campaign Architecture [10] Bidder must demonstrate their process of generating ideas, themes into a refined concept. • Crisis Communication and resilience [10] Bidder must exhibit their process of planning a marketing communication campaign in an integrated manner and the role each element will play.	30



TECHNICAL:

Resources Bidder to provide an organogram of the project team and fill in the CV templet showing capacity and experience of each team member. Highlight the brands and the number of years' experience and NQF Level as the following: Communication Strategy Director (0) – (1) years of experience and NQF 6 [0] (2)- (4) years of experience and NQF 7 [1] 5 or more years of experience and NQF 8 [3] Public Relations Senior Account Director (0) – (1) years of experience and NQF 6 [0] (2)- (4) years of experience and NQF 7 [1] 5 or more years of experience and NQF 8 [3] Media Relations Account Director (0) – (1) years of experience and NQF 6 [0] (2)- (4) years of experience and NQF 7 [1] 5 or more years of experience and NQF 8 [3] Senior Content Specialist/Writer (0) – (1) years of experience and NQF 5 [0] (2)- (4) years of experience and NQF 6 [1] 5 or more years of experience and NQF 7 [3] Graphic designer (0) – (1) years of experience and NQF 5 [0] (2)- (4) years of experience and NQF 6 [1] 5 or more years of experience and NQF 7 [3]	15
Total points	100
Minimum threshold	80



DEMONSTRATION

STEP 3: PHASE 2: Demo based Evaluation

Item	Requirement	Maximum Points	Points
1	Has the bidder presented, a proactive Public Relations & Crisis communication campaign?	20	
2	Has the bidder presented the elements that make this proactive Public Relations & Crisis communication? • Public Relations content • Crisis Communication content	20	
4	Has the bidder stated which media platforms were used for the campaign? • Above the line (ATL) • Below the line (BTL) • Through the line (TTL) Has the bidder Elaborated for each approach?	20	
5	Has the bidder explained what was the media strategy approach for the campaign?	20	
6	Has the bidder disclosed the value of the campaign as per the request of this presentation?	10	
7	Has the bidder disclosed the return on investment of the project?	10	
	Total Points:	100	
	Minimum qualifying score required:	80	

*The minimum threshold for Demo – Based Evaluation [Step Three – Phase 2] is **to pass all questions** in order for Respondent's Proposal to progress to Step Four for final evaluation*



WEIGHTED SCORING & NEXT STEPS

Step 4: Price and Specific Goals

- Only bidders who have met step 3 will proceed to this step .
- Points will be allocated as follows:
 - Price (80); and
 - Specific Goals (20)

Step 5: Post Tender Negotiations (if applicable)

Step 6: Objective Criteria (if applicable)

Step 7: Award of business and conclusion of contract



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Q&A SESSION



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Thank you

