

SAT 276/24 BUSINESS EVENTS BRAND EQUITY SURVEY: QUESTIONS AND ANSWERS

QUESTIONS	ANSWERS
1. Part B – Technical Specifications (3.8) ○ It is mentioned that bidders need to provide two cost options – (1) coverage of 16 countries, and (2) coverage of 18 countries. Could you please share the list of countries to be considered for the two options? In Appendix A, the number of countries included for each segment are as follows: ▪ Meetings: 17 countries ▪ Incentives: 17 countries ▪ Conferences: 18 countries ▪ Exhibitions: 16 countries	• The info is provided in Appendix A
2. Part C – Table 3: Phase 2A: Desktop Technical Functional Evaluation ○ Criterion 2: Please clarify what all types of presentations will qualify as ‘Multimedia visual presentation’. Does the team require – (1) normal PowerPoint Presentation, (2) PowerPoint Presentation with voice over (recorded in video format), or (3) multimedia video (with audio visual elements)?	• PowerPoint Presentation with voice over (recorded in video format), OR multimedia video (with audio visual elements) are considered multimedia
3. Have you conducted this survey before? Will it be considered a tracking study, as I notice that you need us to localise and back translate the questionnaire? a. If yes, what is the estimated length?	• Yes we have done the study before, • Yes, the idea is for it to track • (If asking for costing purposes) Bidders may make inferences on different questionnaire lengths – However, the assumption is that supplier knows their solution they are offering and will be able to

	determine the length of the questionnaire.
4. You mention that you need the provider to design a sample that allows for reporting on segment level and country level. What segments do you report on? Are you referring to Meetings, Incentives, Conventions and Exhibitions as the four segments?	Yes we are referring to MICE – Meetings, Incentives, Conferences and Exhibitions
5. You mention that the sample includes decision makers from business events organisations. a. Do you provide the sample or should it be sourced by the research firm?	The research firm will source respondents
6. Can you disclose the budget for the study?	Unfortunately, we cannot disclose the budget.
7. You require key influencers and decision makers, do you include small and medium firms as well? Or do you only look at large enterprises?	The sample is non-discriminatory. It has to consist of the right/ correct respondents