



PART C: TENDER EVALUATION PROCESS FOR SAT TENDER 338/26 - EVENTS MANAGEMENT AGENCY FOR SOUTH AFRICAN TOURISM AUSTRALASIA HUB

Table 1: Summary of the Evaluation Phases:

Phase 1	Phase 2	Phase 3
Administrative Bid Requirements	Desktop Technical Evaluation	Price Evaluation
Service providers' responses will be evaluated based on compliance with the listed administrative bid requirements	Service provider(s) are required to achieve a minimum threshold of 70 points to proceed to Phase 3. 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.	Only Bidders who meet the minimum 70% threshold of functionality in Phase 2 will be evaluated in Phase 3 (Price Evaluation). The highest-scoring bidder will be appointed on price.

Phase 1: Administrative Requirements

Without limiting, the generality of South African Tourism is other critical requirements for this bid, service provider must submit all the documents required.

All documents must be completed and signed by the duly authorised representative of the prospective service provider(s). During this phase, service providers' responses will be evaluated based on compliance with the listed administrative bid requirements.

Table 2: Phase 1 Evaluation (Administration Requirements)

Document submitted that must Be submitted	YES/NO	Description
Invitation SBD 1		Complete and sign where applicable. If the bidder is found to have missed signing off or duly completed the SBD, SAT may require, within two working days, a sign-off or duly completed of the SBD, and failure will result in the bid being disqualified.
Declaration of interest (SBD 4)		Complete and sign where applicable. If the bidder is found to have missed signing off or duly completed the SBD, SAT may require, within two working days, a sign-off or duly completed of the SBD, and failure will

		result in the bid being disqualified.
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Phase 2: Desktop Technical Evaluation = 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.

Desktop technical evaluation will be part of the technical functional evaluation (functionality).

Phase 2: will measure the responsiveness of proposals as per submission on or before the closing date and time of the bid.

Phase 2: Desktop technical functional evaluation - A bidder will be evaluated out of 100% and is required to score a minimum threshold of **70%** to be evaluated in phase 3.

Evaluation Criteria - Table 3:

Deliverables / Performance Indicators	Weight Allocated	Reference pages in the bidder's proposal.
AGENCY CREDENTIALS- COMPANY EXPERIENCE - Provide an overview/company profile of your full-service events agency (including the year it was established.) The bidder will be evaluated on the following: - Less than five (5) years as an established full-service event agency= 0 points - Five (5) to nine (9) years as an established full-service event agency = 1 point - Ten (10) to fifteen (15) years as an established full-service event agency = 2 points - More than fifteen (15) years as an established full-service event agency = 3 points	20	
AGENCY CREDENTIALS- SERVICING TEAM CREDENTIALS - Please provide a CV for the Account Manager that will be assigned to service the SAT account. - Please write the appropriate position next to the resources you propose for the Account Manager role if the designation differs from 'Account Manager' title. Employee 1: Account Manager The bidder will be evaluated on the below:	5	

- No relevant CVs provided = 0 points - Irrelevant CVs provided = 0 points - One (1) to Five (5) years relevant employee experience= 1 point - Six (6) to ten (10) years relevant employee experience = 2 points - More than ten (10) years relevant employee experience = 3 points NB: If your company's job titles differ from 'Account Manager,' please write the equivalent position next to each proposed resource.		
AGENCY CREDENTIALS- SERVICING TEAM CREDENTIALS • Please provide a CV for the Event Manager that will be assigned to service the SAT account. • Please write the appropriate position next to the resources you propose for the Event Manager role if the designation differs from 'Event Manager' title. Employee 2: Event Manager The bidder will be evaluated on the below: - No relevant CVs provided = 0 points - Irrelevant CVs provided = 0 points - One (1) to Five (5) years relevant employee experience= 1 point - Six (6) to ten (10) years relevant employee experience = 2 points - More than ten (10) years relevant employee experience = 3 points NB: If your company's job titles differ from 'Event Manager,' please write the equivalent position next to each proposed resource.	5	
AGENCY CREDENTIALS: REFERENCE LETTERS • Please supply up to three (3) positive contactable client references - outlining the event/activation elements completed by your agency. • The company must have worked with the reference provider within the last 48 months (4 years) from the closing date of this RFP • References should be presented in the form of a written/typed letter on an <u>official letterhead</u>. References that are not on an official letterhead, (including emails with email signatures) will not be considered. • No appointment letters from clients will be accepted as reference letters. The bidder will be evaluated on the below: - No reference letters provided or all reference letters provided without meeting criteria = 0 - One (1) positive reference letter meeting all above criteria= 1 point - Two (2) positive reference letters meeting all above criteria= 2 points - Three (3) positive reference letters meeting all above criteria= 3 points	10	
AGENCY CREDENTIALS- PORTFOLIO OF PRIOR EVENTS/ACTIVATIONS Provide up to 3 successful case studies of full-service events that your agency has delivered within the last 36 months.	30	

Include details such as: • Client brief • Agency solution- concept and execution • Outcomes and results NB: Bidders are encouraged to submit only the required three (3) case studies. Should the bidder submit more than three case studies, SA Tourism will only evaluate the first three case studies. The bidder will be evaluated on the below: in line with table 4. • No successful case studies provided = 0 • One (1) case study provided that addresses all the above criteria = 1 point • Two (2) case studies provided that address all the above criteria =2 points • Three (3) case studies provided that address all the above criteria = 3 points		
PROPOSED SOLUTION SAT want to create an event that will ignite the demand for travel to South Africa among consumers using the new global campaign concept, 'South Africa Awaits. Come Find Your Joy.' Create a comprehensive solution to meet this brief addressing the following criteria elements. • Strategy, creative concept, ideas and design elements incorporating the 'Come find your joy' global brand campaign. • Show how the event can be adapted to the trade/MICE market. • A full end-to-end execution strategy including PR, media, logistics, risk mitigation. • Incorporate opportunities with partners for direct conversion. • Clear measurement and reporting framework to track performance and results including interval, and post-event reporting. The bidder will be evaluated on the below: • Proposed solution addresses one (1) or none of the above criteria= 0 • Proposed solution addresses two (2) of the above criteria= 1 • Proposed solution addresses three (3) to four (4) of the above criteria=2 • Proposed solution addresses all five (5) of the above criteria=3	30	
TOTAL	100	
The Minimum threshold required for bidders to pass this stage is 70%.		

- Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.

- Service providers 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 above where each Bid Evaluation Committee (BEC) member will rate each individual criterion on the bid evaluation score sheet using the following value scale/matrix:

Phase 3: Price and Preference (specific goals) Evaluation (80/20) = 100 points

Only Bidders who meet the minimum 70% threshold of functionality in Phase 2 will be evaluated in Phase 3 (Price Evaluation).

The total points for price evaluation is 80. The bidder who scores the highest points for comparative pricing will normally be considered the preferred bidder with whom South African Tourism will enter into further negotiations for the contract.

END.