

# TOURISM PROMOTIONS BOARD

## RATING SHEET FOR TECHNICAL PROPOSAL

Name of Project : SERVICES OF A PR / MEDIA AGENCY FOR THE MEGA MEDIA FAMILIARIZATION TRIP

Bidder :

### SELECTION CRITERIA

| CRITERIA     |   | RATING      |
|--------------|---|-------------|
| <b>I.</b>    | <b>FIRM EXPERIENCE AND CAPABILITY</b>   | <b>30</b>   |
| 1.1          | Number of large scale events handled / to be handled (past/present/future) (15 pts)       |             |
| 1.2          | Expertise in the field and manpower support to implement the project (15 pts)             |             |
| <b>II.</b>   | <b>PLAN OF APPROACH &amp; METHODOLOGY</b>   | <b>60</b>   |
| 2.1          | Cohesiveness of the PR and Social Media Plan (10pts)                                      |             |
| 2.2          | Excellence of proposed strategy and its ability to deliver the value proposition (10 pts) |             |
| 2.3          | In-house resources (10 pts)   |             |
| 2.4          | Relevance of the concept to the project themes (10 pts)                                   |             |
| 2.5          | Impact of the plan to the event / client (10 pts)   |             |
| 2.6          | Feasibility of the PR and Social Media Plan (10 pts)                                      |             |
| <b>III</b>   | <b>PROPOSED TIMELINE</b>  | <b>10</b>   |
| 3.1          | Workability and acceptability of the proposed timeline (10 pts)                           |             |
| <b>TOTAL</b> |   | <b>100%</b> |

**BAC** : \_\_\_\_\_

**Signature** : \_\_\_\_\_

**Date** : \_\_\_\_\_