

# TOURISM PROMOTIONS BOARD

## RATING SHEET FOR TECHNICAL PROPOSAL

Name of Project : Services of a PR Agency for TPB (12 months)

Bidder :

### SELECTION CRITERIA

| CRITERIA     |                                                                                                                                                                                                                                                          |             | RATING |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------|
| <b>I.</b>    | <b>FIRM EXPERIENCE AND CAPABILITY</b>                                                                                                                                                                                                                    | <b>30</b>   |        |
| 1.1          | Agency is in operation for atleast 5 years with background in Public Relations, Media (trimedia and digital media, Marketing and Corporate Communications (15 pts)                                                                                       |             |        |
| 1.2          | Number of large scale events handled / to be handled (past/present/future) (15 pts)                                                                                                                                                                      |             |        |
| <b>II.</b>   | <b>QUALITY OF PERSONNEL</b>                                                                                                                                                                                                                              | <b>20</b>   |        |
| 2.1          | Key officers and management executives to be assigned to the project have a vast background in Public Relations (local & foreign projects), Journalism (print & broadcast, local & foreign) and Advertising/Marketing/Corporate Communications (20 pts.) |             |        |
| <b>II.</b>   | <b>PLAN OF APPROACH &amp; METHODOLOGY</b>                                                                                                                                                                                                                | <b>50</b>   |        |
| 3.1          | Cohesiveness of the PR and Social Media Plan (10pts)                                                                                                                                                                                                     |             |        |
| 3.2          | Excellence of proposed strategy and its ability to deliver the value proposition (10 pts)                                                                                                                                                                |             |        |
| 3.3          | in-house resources (10 pts)                                                                                                                                                                                                                              |             |        |
| 3.4          | Impact of the plan to the event / client (10 pts)                                                                                                                                                                                                        |             |        |
| 3.5          | Feasibility of the PR and Social Media Plan (10 pts)                                                                                                                                                                                                     |             |        |
| <b>TOTAL</b> |                                                                                                                                                                                                                                                          | <b>100%</b> |        |

Passing Rate: 85%

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

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

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