

Terms of Reference

EOI for selection of consulting firm for PR activities

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Closing Date and Time: 15-01-2017, 12.30pm

Background:

The Seventh Five Year Plan sets the target of US\$5 billion IT/ ITES export by 2020. However, our industry relies mostly on outsourcing and customized software development solution, which limits the revenue being generated by the sector. This also narrows the scope for the IT/ITES industry of the country to scale up, since we lack own products to meet the global standards. Due to the lack of R&D culture and proper patronization, currently most of the products are localized and could hardly thrive to compete in the global platform.

In this backdrop, the plan rightly emphasizes on product innovation, the role of R&D, technological advancements, branding and promotion of our own products. It states that spending on research and development (R&D) is a major determinant of technology development, innovation and adoption of technological change.

With a view to harness the great potential offered by our talented youth force and a thriving digital economy, ICT Division decides to establish an innovation ecosystem. As the first step, a project is being adopted to set up a body titled “iDEA: Innovation Design and Entrepreneurship Academy” under Bangladesh Computer Council (BCC).

This project will role in addressing this issue directly and will create a hub for students, startups, established entrepreneurs, researchers, government officers, business leaders, investors, mentors and others to work together and innovate IT products. The vision is to create an ecosystem, where innovation and entrepreneurship culture thrives for creating globally acclaimed products and services by the young talents in Bangladesh.

The Assignment:

Bangladesh Computer Council (BCC), the procuring authority, is looking to hire consulting firms/agencies to facilitate organizing launching program of iDEA as part of national exhibition. The services will cover a holistic 360-degree marketing approach, which can be sourced from multiple consultants/agencies either in part or in full. The objective of this launching is to create awareness and appeal among

the core target group – the young talents of the country about iDEA and its goal to create an ecosystem to nurture local startups.

The scope of this assignment includes design, development and execution of key marketing initiatives including but not limiting to ATL, Digital Marketing, PR and BTL pertaining to the launching of iDEA.

The consulting firm is required to provide the following services to successfully conduct the event of national exhibition:

1. Planning and execution of the launch event for iDEA and Startup Bangladesh

- a. Device an event strategy and develop an overall theme for the event in alignment with the communication guideline. Design and execute all event related activities under that theme.
- b. Invitation management including design, printing, dispatch of invitation cards and RSVP
- c. Design and execute Engagement Activities for the participants in the foyer area before the commencement of the main event
- d. Design and execute the main event including crowd management, concept launching gimmick, audio-visual support and entertainment solution
- e. Ideate, script and produce a campaign audio-visual to be showcased during the event and promoted through social media channels
- f. Guest Management and Security Plan at the designated event venue
- g. Ensure end-to-end logistics support through tested and trusted vendors and suppliers including venue management, all logistics providers etc.
- h. Ensure close supervision and control for overall smooth execution of the event

2. PR services to generate word-of-mouth:

- a. Engagement with national, regional and international journalists to highlight the potential changes in the IT sector of our country prior to the launch event
- b. Arrange press conference to announce the launch of idea amongst the Bangladeshi media
- c. Ensure presence of media members in the launch event and subsequent coverage in major regional, national and international media
- d. Articulate the messaging for publication in an effective manner to create a lasting impact. Disseminate Press Release ensuring mass media presence and coverage.
- e. Engage with local and international media after the launch event to reach out to relevant stakeholders with the message and create a positive impression
- f. Publish feature stories, progress stories on a regular basis to create awareness amongst the stakeholders (national and international media)
- g. Ensure national KOL management and endorsement for the project

3. Digital Marketing and Creative Services:

- a. Maintenance and development of website: Content Update, Training on update, Track and Drive Traffic, Engage User, Campaign Design, SEO for website etc.
- b. Manage Social Media Channels
- c. Development and Maintenance of Android App
- d. Logo and Communication Guideline Development
- e. Others: Development and Editing of Videos, Design of Infographic, e-Newsletter and Display ad across Bangladeshi Website and Mobile Apps

Experience, Resource & Delivery Capacity Required:

Consulting firm(s) will be selected by *Selection of Consultants Based on Consultant's Qualification (SBCQ)* method.

Firm Selection Criteria is given below:

- a. The interested consulting firm/ agency must have a minimum 10 years experience of providing similar services to Government and Private entity including exposure of working in at least TWO Government projects
- b. Client list and Experience certificate, (assigned appreciation letter of organisation/ institution/ company worked for as claimed in experience), company profile or credentials.
- c. Applicant must have experience in working with startup development and acceleration programs
- d. In-house availability of adequately experienced manpower (Digital Media Planner, Content Creator, SEO expert, Visualizer and Graphic Designer, Creative Director, strong copy writing ability in both Bangla and English, Skilled Client Service to ensure on time service delivery/crisis management, etc.) to be assigned for services.
- e. Applicant must have experience in working with foreign technology entity and demonstrate experience in working with start-up development and acceleration programs.
- f. Applicant must have experience in marketing and scaling up digital assets and applications. Must have capacity to provide one-stop marketing service.
- g. Applicant must demonstrate its management and creative development capacity (brochures and other documents describing similar assignments, experience, appropriate professional staffs etc.)
- h. Applicant should demonstrate its logistical capability
- i. Proof of organizing at least 3 (three) International and 5 (five) National large scale event in last 5 years (during 2012-2016) – for planning and execution of launch event
- j. Trade License renewed for the current fiscal year and Company Certificate of Incorporation
- k. National ID of CEO/ MD or authorizes personnel
- l. Business Identification Number (VAT Number)
- m. Taxpayer Identification Number (TIN Certification) and Income Tax certification for assessment year 2015-16
- n. Audited proof of annual average turnover of at least BDT 10 Crore for the last 5 years