

REQUEST FOR QUOTATION

**SPECIFICATION: PR AGENCY FOR EWFC SUMMIT**

Reason for RFQ : PR Agency for EWFC Summit

Request from : MarComms

**A | SPECIFICATION FOR SKIRTING:**

**Description:** We are hosting a 2day EWFC Summit with pre and post events for two days. We need to market the event to raise awareness as well as increase registrations. We require a PR Agency to provide web design, campaign designs, collateral design and PR.

**Duration:** Some tasks are once off and some will be delivered over 11 March to 10 July 2024

**Quantities:** Specified per requirement

REQUIREMENT	QUANTITY	TIMELINE
<b>Web page:</b> There is an existing webpage created by the International partner. You are required to create a web site within the MUT website. Transfer all the info from the existing site to the new site. Create a look and feel that is relevant to MUT and South Africa. Update additional text and images. The supplier must also source relevant images. The website will be used for registration purposes. This MUT website must be linked to the international website. Thereafter the page will be updated and maintained internally. The supplier will create the website, design, format and upload the core content.	1	Delivery date: 11 March 2024 – depending on finalisation of RFQ process
<b>Invitation design:</b> We will provide text only; the supplier will source images.	1	Delivery date: 11 March 2024– depending on finalisation of RFQ process
<b>Programme design:</b> Create a A5 booklet, back-to-back with 20 pages. We will provide text only; the supplier will source images	1	Deadline 30 Mar
<b>Design:</b> web sliders to market the Summit. We will provide text only; the supplier will source images.	5	11 Mar – 30 Jun
<b>Speaker campaign designs:</b> speaker profiles We will provide text and photographs.	15	11 Mar – 30 Jun



<b>Campaign designs:</b> jpeg designs for Facebook. We will provide text only; the supplier will source images.	10	11 Mar – 30 Jun
<b>Campaign design:</b> jpeg designs for Twitter. We will provide text only; the supplier will source images.	5	11 Mar – 30 Jun
<b>Pull-up banner design:</b> Design print-ready pull up banners. We will provide text only; the supplier will source images.	5	Deadline 30 Mar
<b>Stage banner design:</b> design print-ready stage banners. We will provide text only; the supplier will source images.	2	Deadline 30 Mar
<b>Corporate gifts logo:</b> A singular design that will be applied on mugs, t-shirts, conference bags and caps. We will provide logos, name of Summit and slogan.	1	Deadline 30 Mar

**Mandatory requirements:**

- The supplier must provide 3 X reference letters dated between Jan 2021 until current.
- The supplier must provide a link with a portfolio showing samples of web design, graphic design and public relations. The portfolio may contain any number of work sufficient to show their maximum capability

