



OFFICE OF THE PRIME MINISTER

REQUEST FOR EXPRESSIONS OF INTEREST (REOI)

PR, MARKETING AND COMMUNICATIONS FIRM FOR KINGSTOON 4

COUNTRY	: JAMAICA
PROJECT	: YOUTH EMPLOYMENT IN THE DIGITAL AND ANIMATION INDUSTRIES
IBRD LOAN NO.	:8405 - JM
COMPONENT	: SKILLS AND CAPACITY TO ENHANCE EMPLOYABILITY AND ENTREPRENEURSHIP
BID NO.	:JM-OPM-147229-CS-QCBS
SELECTION METHOD	:QUALITY AND COST BASED

The Government of Jamaica has received financing from the World Bank towards the cost of the Youth Employment in the Digital and Animation Industries (YEDAI) Project and intends to apply part of the proceeds for consulting services.

The YEDAI Project is seeking to engage a firm to provide consulting services (“the Services”) that will be responsible for, among other things, the planning and efficient execution of a pragmatic and targeted Public Relations, Marketing and Communications Strategy for KingstOOn 4. The consultant will further be responsible for identifying and confirming local, regional and international sponsors.

The firm will work in collaboration with the Project Implementation Unit and Animation Industry Stakeholders to:

- a. Establish the KingstOOn brand as the premier International Afrocentric Animation Market.
- b. Leverage media relations (locally, regionally and internationally) to drive awareness of the local animation industry both locally and abroad.
- c. Create awareness amongst key target audiences and stakeholders about all aspects of the event.
- d. Attract participation of the key target audience and stakeholders to KingstOOn. The target for daily attendance is 1,000.
- e. Develop and implement a detailed integrated marketing communications plan for the KingstOOn festival to attract local, regional and international participants. The plan should explore innovative ideas such as having a Comic con component or inviting international stars to increase participation.
- f. Identify local and international partners to support the execution of the festival.

Interested firms are required to submit an Expression of Interest (EOI) for this opportunity. Each EOI should include the following:

1. A response summarizing:
 - a. interest in the opportunity
 - b. the firm's profile and structure evidencing the positions required for the assignment as detailed in the Terms of Reference (No requirement to submit CVs or bio data); and
 - c. experience in similar assignments.

The shortlisting criteria are:

- i. Experience of successfully implementing at least three (3) similar assignments, i.e., developing and executing integrated public relations, marketing and communications strategies to promote events of a similar nature.
- ii. Indication (in the firm's profile and structure) of required positions for the assignment

Shortlisted firms will be contacted and requested to provide a full proposal in respect of the assignment.

The attention of interested Consultants is drawn to Section III paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IFP Borrowers" July 2016, setting forth the World Bank's policy on conflict of interest.

A consultant firm will be selected in accordance with the **Quality Cost Based Selection Method** set out in the Procurement Regulations. Further information can be obtained at the address below during office hours Mondays to Thursday, 09:00 hours to 17:00 hours and on Fridays, 09:00 hours to 16:00 hours.

Office of the Prime Minister
Youth Employment in the Digital and Animation Industries
Attn: Procurement Specialist
47b South Camp Road
Kingston 4
Jamaica
Tel: 876-930-7620
E-mail: ibrdyedaip@opm.gov.jm

Expressions of Interest must be delivered in a written form to email address ibrdyedaip@opm.gov.jm by **February 28, 2020**. The subject line should read: **JM-OPM-147229-CS-QCBS: PR, MARKETING AND COMMUNICATION FIRM FOR KINGSTOON**. The detailed Terms of Reference for the Consultancy Service is available on the website of the Office of the Prime Minister at: www.opm.gov.jm. The Procuring Entity reserves the right to cancel the Request for Expression of Interest process or reject any or all submissions at its discretion.

TERMS OF REFERENCE

PUBLIC RELATIONS, COMMUNICATIONS AND MARKETING SERVICES FOR KINGSTOON 4 ANIMATION FESTIVAL

(CONSULTING FIRM)

1.0 BACKGROUND

- 1.1 The Government of Jamaica (GOJ) has received loan financing from the International Bank for Reconstruction and Development (IBRD) to support youth employability in the digital and animation industries via the **Youth Employment in the Digital and Animation Industries (YEDAI) Project**. Component one of the YEDAI Project seeks to build capacity and skills of Jamaican youths to improve their employability in the growing animation industry.
- 1.2 A major activity of component one is hosting of the KingstOOn Animation Conference and Afro-descendant Film Festival (KingstOOn). Since its launch in June of 2013, KingstOOn has catalyzed local, regional and international players and continued to build momentum for the development of the local animation industry. Three stagings of the event were held between 2013 – 2019, with participation of more than 5,000 people in workshops, conferences, competitions, speed meetings and boot camps. Concrete results from this initiative have already started to emerge, including a number of important contracts signed by local animators (studios and individuals), training opportunities, collaboration with international players, and new jobs for youth.
- 1.3 The 4th staging of KingstOOn is proposed to take place in early 2021 under the following three themes:
 - (i) **EARN** - To create B2B networking opportunities by facilitating the pairing of local and international buyers and sellers of Afrocentric animated content.
 - (ii) **LEARN** - To provide participants with learning opportunities by engaging directly with global industry leaders in various aspects of the creative side and business of animation.
 - (iii) **DISPLAY** – To showcase Afro-centric animated content from around the world (stories, images, music, customs...) in the Animation Film Festival.
- 1.4 The following constitutes major components of the event:
 - Animation Competition (opened for at least 6 months prior to event)
 - Media Launch
 - 2-day Pitch Boot Camp prior to the conference
 - 3-day Conference
 - Opening Ceremony
 - Awards/Closing Ceremony
 - Hackathon

- Keynote Presentations
- Business-to-Business (B2B) Speed Meetings
- Panel Discussions
- Masterclasses/Workshops
- Exhibition Booths (sponsors, animation studios, animation training programmes, etc.)
- Afro-descendant Film Festival
- Cocktail reception

1.5 Based on recommendations from key stakeholders, KingstOOn 4 will:

- (i) Continue building its brand into an internationally recognized Afrocentric Animation Market and Film Festival; a forum for the regional and international community to exchange ideas and do business.
- (ii) Incorporate technology-based activities, including a hackathon and seminars on emerging technologies.

2.0 OBJECTIVES OF THE ASSIGNMENT

The main objectives of this assignment are the following:

- g. To establish the KingstOOn brand as the premier International Afrocentric Animation Market.
- h. To leverage media relations (locally, regionally and internationally) to drive awareness of the local animation industry both locally and abroad.
- i. create awareness amongst key target audiences and stakeholders about all aspects of the event.
- j. To attract participation of the key target audience and stakeholders to KingstOOn. The target for daily attendance is 1,000.
- k. To develop and implement a detailed integrated marketing communications plan for the KingstOOn festival to attract local, regional and international participants. The plan should explore innovative ideas such as having a Comic con component or inviting international stars to increase participation.
- l. To identify local and international partners to support the execution of the festival.
- m. To be responsible for identifying and confirming local, regional and international sponsors.

3.0 DURATION OF CONTRACT

The assignment will span a period of twelve (12) months.

4.0 SUPERVISION AND REPORTING REQUIREMENTS

The Public Relations, Communications and Marketing Firm will report directly to the Project Manager of the Youth Employment in the Digital and Animation Industries Project and have a functional relationship with the Festival Manager and the Project Implementation Unit (PIU).

5.0 SCOPE OF SERVICES

5.1 OVERVIEW

The Consulting Firm will have responsibility for the planning and efficient execution of a pragmatic and targeted Public Relations, Marketing and Communications Strategy for KingstOOn, that is aligned with the objectives stated in 2.0 above. The firm will work in collaboration with the Festival Manager and PIU, and Key Stakeholders of the Animation Industry. The critical elements of the consultancy are as follows:

- a) Developing and executing a PR, Marketing and Communications Strategy
- b) Organizing and implementing the Media Launch
- c) Writing and distribution of press releases and articles.
- d) Writing and circulation of email newsletters
- e) Communicating with stakeholders on all platforms (telephone, email, website, blogs, newsletters, etc.)
- f) Social Media Management
- g) Coordinating all arrangements for media interviews
- h) Providing Graphic Design services
- i) Development and scheduling, and placement of advertisements
- j) Website updating and maintenance
- k) Photography and Video Production services
- l) Sponsorship Management
- m) Securing the Master of Ceremonies for all relevant activities
- n) On Site Coordination of PR activities and media partners at all KingstOOn events

5.2 PR, MARKETING AND COMMUNICATIONS STRATEGY

In collaboration with animation industry stakeholders, develop and submit a pragmatic and targeted Public Relations, Marketing and Communications Strategy (including pre, during and post event activities). The Strategy should include background, goals and objectives, target audience, schedule of activities, resources, and key performance indicators.

5.3 MEDIA LAUNCH

Organize a media launch attended by industry stakeholders and the media. This includes:

- (i) Preparing and issuing invitations.
- (ii) Designing and printing of programmes, press kits and other marketing material required.
- (iii) Confirming comprehensive media coverage for the event.
- (iv) Social Media coverage, photo and video capture.

5.4 PRESS RELEASES AND ARTICLES

Write and distribute press releases and articles about KingstOOon and related activities to local, regional, and international media outlets.

5.5 INTERVIEWS

Organize, secure and/or manage interview slots for radio and television broadcasts for local, regional, and international media outlets.

5.6 GRAPHIC DESIGN AND PRINTING

Provide graphic design and printing/production services for all marketing collateral required for the planning and execution of the event, including (but not limited to) the following:

- (i) Conference Magazine
- (ii) Posters and flyers
- (iii) Press kits folders
- (iv) Programmes for key events
- (v) Banners (pull up, feather, etc.)
- (vi) Signage (directional signs, site maps, etc.)
- (vii) Delegate Welcome Packages/totes (containing lanyards, conference badges, notebooks and pens, and other memorabilia)
- (viii) Daily color-coded, branded arm bands

5.7 ADVERTISEMENTS

Design and publish paid advertisements in local and international media publications on selected media platforms (social, television, radio, newspapers, magazines, etc.)

5.8 UPDATING AND MAINTENANCE OF EXISTING WEBSITE

Updating and maintenance of the existing KingstOOn Website (www.kingstoonest.com). This includes the following:

- (i) Hosting on a credible hosting platform for the duration of the contract;
- (ii) Revision of content on all pages as required; Web Developer will assist with content update when the changes that have to be made are not possible from the Content Management System (CMS) user interface and provide guidance to the Consulting Firm and PIU on using the admin interface of the CMS.
- (iii) Addition of an intuitive conference registration system based on YEDAI Project specifications.
- (iv) Addition of a Site Map;
- (v) Addition of a Blog function;
- (vi) Develop an online B2B portal, where registered delegates can log in and meet up, message each other, review delegate profiles and book meetings. The portal should allow delegates to modify personal information, including photo, bio, name and company name, interests; search for and communicate with registered delegates by name, company or photo; and book B2B meetings; facilitate data capture for reporting requirements.
- (vii) The consultant will provide detailed quarterly reports analyzing the websites' performance and progress, trends, antivirus scans, and areas to be improved.
- (viii) Regular modification of event schedule and reminders;
- (ix) Maintaining social media integration (including Facebook, Twitter, Instagram and LinkedIn feeds; website should facilitate streaming of information between these different platforms);
- (x) Updating of photo and video galleries;
- (xi) Maintaining email and messaging links;
- (xii) Maintaining "Sign Up for Newsletter" link;
- (xiii) Designing and implementing appropriate survey instruments aimed at capturing feedback of the event and facilitate data capture for reporting purposes.
- (xiv) Ensure relevant software and patches are installed and updated.
- (xv) Maintain cross-platform, cross-browser compatibility, so that the website is accessible from a variety of different environments and electronic devices (pocket PC, wireless devices, etc.)
- (xvi) Ensure antivirus regime is in place.
- (xvii) Provide site statistics/management reports (website credentials, registration database, applications, survey results, site usage, and other relevant statistical data) as required by the PIU.
- (xviii) Ensure Search Engine Optimization activities for the website.
- (xix) Ensure adequate security and authenticated web access solutions in accordance with current best practices.

- (xx) Maintain full backup of the website for the duration of the contract. All back up files, credentials, code and source files must be delivered in full to the Project Manager of the YEDAI Project on completion of the contract.
- (xxi) Ensure and verify that the KingstOOn site is always up and running on the hosting server within the service level agreement and with the least minimum downtime by identifying and troubleshooting potential problems on a regular basis.
- (xxii) Carry out other relevant web-development and design related tasks as required.

5.9 NEWSLETTERS

Draft and distribute newsletters to KingstOOn Mailing List at appropriate intervals.

Liaise with Web Developer to ensure that sign up link is available on Website.

5.10 COMMUNICATION

The consulting firm will be the primary communication link between the PIU, the local and international media, attendees and other relevant stakeholders, and provide the necessary communications mechanisms to ensure the rapid response to queries. This includes the following:

- (i) Respond to queries, reviews and comments posted on the website, social media and email as appropriate and in a timely manner.
- (ii) Telephone – Ensure suitable personnel and facilities in place to respond to queries.

5.11 PHOTOGRAPHY

- (i) Provide and set up photographic equipment and photographers to capture high quality pictures representative of all aspects of the festival.
- (ii) Edit images to be used for print, electronic media and documentation of the event
- (iii) Provide digital photographs to the PIU.

5.12 VIDEO PRODUCTION

- (i) Develop motion graphic videos and video montages required for Opening Ceremony and Awards Ceremony.
- (ii) Develop video montages of the competition entries required for the for the Awards Ceremony.

- (iii) Produce and advertise a video advertisement(s) and advertise it on local and international broadcasting channels:
- (iv) Film, edit and produce and a KingstOOOn (15 minute) video feature, documenting highlights of the event and distribute to major media outlets for broadcasting shortly after the event.

5.13 SOCIAL MEDIA MARKETING

Design and execute a social media advertising campaign to raise awareness. All social media posts must feature engaging graphics and videos. The campaign should include:

- (i) Creation and management of posting schedules for Twitter, Instagram, Facebook accounts.
- (ii) At least 2 posts per day on Twitter, Instagram and Facebook, before and after KingstOOOn
- (iii) At least 5 posts per day on Twitter, Instagram and Facebook 2 weeks leading up to KingstOOOn
- (iv) At least 10 posts per day on Twitter, Instagram and Facebook during KingstOOOn.
- (v) Boosting of selected posts to targeted audiences locally, regionally and internationally
- (vi) Uploading of all videos created and captured at the event to YouTube
- (vii) Communicating with social media followers and responding to queries, reviews and comments as appropriate and in a timely manner
- (viii) Provision of live coverage of key KingstOOOn events on Twitter, Instagram and Facebook.

5.14 SPONSORSHIP MANAGEMENT

Identify potential local and international corporate (including media) to strengthen public and private partnerships to promote the long-term sustainability of KingstOOOn. These collaborations will build on networks/relationships already established by the YEDAI Project. Sponsorship management includes following:

- (i) Assess the sponsorship needs.
- (ii) Develop proposals and other marketing material in order to solicit sponsorships.
- (iii) Handle negotiations with sponsors and ensure that appropriate agreements are reached within the parameters established by the PIU.
- (iv) Draft sponsorship agreements based on negotiations held.
- (v) Follow up to ensure agreements are signed and that sponsors receive all agreed entitlements.
- (vi) Ensure sponsors are integrated into as many aspects of promotional campaigns as possible in keeping with the sponsorship agreements/entitlements.

- (vii) Close out all sponsorship post-event activities, including preparation and distribution of thank you letters, surveys, de-brief meetings and submission of event outcome information to sponsors.

5.15 MASTER OF CEREMONIES

The Firm will be responsible for identifying and securing the services of an engaging Master of Ceremonies, for all relevant events on the agenda, in particular, the Opening Ceremony, Awards Ceremony and all sessions open to the public.

5.16 PLANNING MEETINGS

- (i) Participate in all planning meetings as required.
- (ii) Participate in debriefing session(s) to identify successes, key challenges, lessons learnt and recommendations for appropriate mitigation measures to be employed for future events.

5.17 ON-SITE COORDINATION OF PUBLIC RELATIONS, COMMUNICATION AND MARKETING ACTIVITIES

Representatives of the Firm are required to be ON-SITE to coordinate all public relations, communications and marketing activities during the entire event. This includes, but is not limited to the following:

- (i) Manage and participate in interviews, press events and presentations as necessary.
- (ii) Coordinate all public relations activities (press releases, press briefings, PR executions, etc.) during the event.
- (iii) Stream live social media coverage throughout the event on Twitter, Instagram and Facebook.
- (iv) Manage responses to inquiries from the partners, media, and the general public.
- (v) Solicit and post testimonials on social media, website, etc.
- (vi) Identify and employ mechanisms to ensure maximum participation and retention of attendees over the three days of the event by creating excitement around the various activities at the event.

5.18 OTHER DUTIES

- (i) Provide updates and reports to the PIU or as required.
- (ii) Design and distribute surveys using appropriate channels/mechanisms to relevant stakeholders such as participants, speakers, sponsors and other stakeholders to capture feedback on the event.

- (iii) Submit one (1) final report on the execution of the contract detailing the lessons learnt and recommendations for improvement of the events public relations, communications and marketing campaign.

The Consulting Firm is required to undertake any other activity required to ensure the successful implementation of the scope of the services under the Terms of Reference.

6.0 QUALIFICATIONS, EXPERIENCE AND COMPETENCIES

- The consulting firm must present consultants with specific roles and responsibilities towards the planning and execution of a pragmatic PR, Communications and marketing Strategy to ensure the objectives of the event are met. The consultancy firm should have at least 7 years of experience managing integrated marketing communications strategies to promote events. Experience in the development and implementation of marketing strategies in the creative industries would be a distinct advantage. Previous experience with events of a similar nature would be an asset.
2. The team proposed must include the following personnel:
 - (i) PR, Marketing and Communications Manager (Team Leader)
 - (ii) Sponsorship Manager
 - (iii) Graphic Designer
 - (iv) Video Editor
 - (v) Social Media Manager
 - (vi) Web Developer
 - (vii) Photographer(s)
 3. The Team Leader is required to have the following qualifications and experience:
 - (i) First Degree in relevant business-related or administrative field
 - (ii) At least seven 7 years' experience in their area of expertise
 4. The other team members are required the have the following experience:
 - (i) At least 5 years' experience in their area of expertise
 5. The Team Lead is required the have the following characteristics:
 - (i) Excellent interpersonal skills
 - (ii) Excellent problem-solving skills
 - (iii) Ability to work for extended hours (nights and weekends) especially close to and during the event.
 - (iv) Exceptional communications skills.
 - (v) The ability to interact effectively with a multi-disciplinary, multi-cultural team (internal and external partners).
 - (vi) Excellent time-management skills and ability to work well under pressure to ensure efficient execution of the event.
 - (vii) Previous experience with events of a similar nature would be an asset.

7.0 REPORTING REQUIREMENTS AND TIME SCHEDULE FOR DELIVERABLES

A lump sum contract will be awarded to the selected candidate based on technical merit. Payments shall be as mutually agreed, based upon submission and acceptance of the following outputs:

Name of Report	Content	Timeline for Submission	Payment
Public Relations, Communications and Marketing Strategy	In consultations with the PIU and key stakeholders, prepare a project Public Relations, Marketing and Communications Strategy aimed at meeting the assignment objectives in 2.0 above. The Strategy should include background, goals and objectives, target audience, strategies, schedule of activities, resources, and key performance indicators.	End of month 1	15%
Ten (10) Monthly Reports	Each Monthly Report should provide the following: <ul style="list-style-type: none"> • Update against all activities scheduled for the month highlighting delays and reasons for same as well as mitigation measures • Include any new decisions taken/activities added • Flag any issues encountered or areas of concern • Highlight key activities for the next month • Schedule of press releases, articles and interviews, newsletters, graphics and videos and other media assets produced and distributed. • Sponsorships Management • Website and Social Media Management 	End of each Month	70% (7% for each report)
Final Report	The Final Report must include the following elements:	End of Month 12	15%

	<ul style="list-style-type: none"> • Summary Report of each activity area of the event (including areas led by the PIU based on information provided) • Survey analysis report (to be completed by speakers, attendees, sponsors and other relevant stakeholders) • Lessons learnt (against each main activity area in the original schedule) <p><i>Draft report to be submitted by due date</i></p>		
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8. EVALUATION CRITERIA

Criteria, sub-criteria, and point system for the evaluation of Full Technical Proposals are:

Number	Criteria	Points
1.	Proven experience of successfully implementing at least three (3) similar assignments	[10]
2.	Adequacy of the proposed methodology and work plan in responding to the Terms of Reference: <ul style="list-style-type: none"> (i) Technical approach and methodology (ii) Organization and Staffing (iii) Work plan (iv) Two (2) Client References. The formula to determine the total points is: <ul style="list-style-type: none"> ○ Points = 10/48 x total score (both client references) 	[20] [10] [10] [10]
3.	Key professional staff qualifications and competence for the assignment: <ul style="list-style-type: none"> a) PR, Marketing and Communications Manager b) Sponsorship Manager c) Graphic Designer d) Social Media Manager e) Web Developer 	[6] [4]

	<p>The PR. Marketing and Communications Manager (Team Leader) is required to have the following qualifications and experience:</p> <ul style="list-style-type: none"> i. First Degree in relevant business-related or administrative field ii. At least seven 7 years' experience in their area of expertise <p>The other team members are required the have at least 5 years' experience in their area of expertise</p>	<p>[3]</p> <p>[3]</p> <p>[4]</p>
	<p>Total point for the Technical Proposal</p> <p>(the minimum technical score requires to pass is [60])</p>	<p>[80]</p>
3.	<p>The formula for determining the financial scores is the following:</p> <p>$S_f = 30 \times F_m / F$, in which S_f is the financial score, F_m is the lowest price and F the price of the proposal under consideration.</p>	<p>[30]</p>