



## INTERGOVERNMENTAL STANDING COMMITTEE ON SHIPPING (ISCOS)

### REQUEST FOR PROPOSALS FOR PRODUCTION OF AUDIO-VISUAL MARKETING INFO-COMMERCIALS FOR BOTH ELECTRONIC AND SOCIAL MEDIA

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1. **THE ORGANIZATION:** The Intergovernmental Standing Committee on Shipping (ISCOS), whose founding Membership are Kenya, Tanzania, Uganda and Zambia but now expanding to the rest of the region is Mandated with the Promotion, Protection and Coordination of the Shipping and Maritime Interests of the Eastern, Central and Southern Africa. ISCOS works with Governments, the private sector, the regional and international community in ensuring competitiveness in shipping and international trade through the promotion of best practice and advocacy for appropriate policies and practices.
2. **BACKGROUND OF RFP:** ISCOS is aware that Shippers (importers and exporters) may not be up to date with knowledge on various aspects of international trade and as such, may suffer various adverse situations, costs, and inconveniences many of which can be avoided. ISCOS has over the years run sensitization programmes especially through conventional workshops and engagements, but these have some limitations which have been aggravated by the COVID-19 pandemic. ISCOS is now seeking to use both Electronic and Social Media, in addition to other conventional means, to promote its platforms, programmes and initiatives and create awareness on some of the emerging themes in international trade.
3. **THE CONSULTANCY:** ISCOS Secretariat is seeking to engage the services of a consultant to produce Electronic and Social Media Marketing info-commercials that will include development of Audio-Visual and Graphics and related services.
4. **SCOPE:** From the client brief and narration:
  - a) The Consultant will oversee quality control and manage the whole process of production of the info-commercials.
  - b) The Consultant will be required to Develop and produce:
    - 10 Audio-Visual Commercials in English Language, of 30 to 60 seconds each
    - 10 Audio-Visual Commercials in Kiswahili language, of 30 to 60 seconds each
  - c) Develop an integrated and comprehensive work plan for delivery of the end product.
  - d) Develop an appropriate montage of videos, pictures, text, sound, infographics and put the commercials into appropriate audio-visual communication language and style.

- e) The Consultant shall use their own HD quality Audio Visual production equipment and professional editing software. All videos produced must be of the highest quality
- f) Provide Voice over Artist and host live interview engagements.
- g) Manage and Develop High Quality Show Production for both live and online audience.
- h) Ensure appropriate staffing and resources for the execution of the projected assignment.
- i) Manage third party suppliers related to the production services.
- j) Document and archive all the raw footage and production process.
- k) The consultant should produce clear and concise commercials in the following arears:
  - i. The importance, value, and benefits of procuring Marine/Goods in transit Insurance locally rather than overseas.
  - ii. The need to adhere to safety standards in the use of water bodies for the transportation of goods and people.
  - iii. The appropriate use of Port facilities in Import and Export trade - The need for adequate preparations and planning (money, good choice of freight forwarder etc.) for swift clearance of cargo to avoid demurrages, port congestions, and other inconveniences to you (the importer) and the port facility.
  - iv. The importance of cultivating good business relationships with service providers: the appropriate use and return of containers.
  - v. Precautions to take for E-commerce – the importance of due diligence in avoiding internet fraud.
  - vi. The use of the SHIPPLINC Platform for real time reporting and resolving of issues affecting shippers in the logistical chain.
  - vii. Lake transport: cost effectiveness and convenience.
  - viii. Importance of appropriate choice of INCOTERMS.
  - ix. Others which the Client will determine.

**5. SCRIPT CONTENT:** Information for the above arears will be provided by ISCOS. The Consultant is expected to appreciate the relevance of each of the arears to the Mandate of ISCOS and develop communication commercials in continuous consultation with ISCOS.

**6. ELIGIBILITY CRITERIA AND REQUIREMENTS:** Interested firms must provide information indicating that they are qualified to perform the services including:

- a) Description of the relevant competencies of the firm.
- b) Description of similar assignments carried out within the last 2 years.
- c) Experience in similar projects.
- d) Specific qualifications, experience of key staff.
- e) List, Capacity and ownership of AV and Production Equipment.

**7. DURATION OF THE ASSIGNMENT:** 90 Days from commissioning.

**8. DELIVERABLES:** The Service provider has responsibility to oversee overall integration, quality and delivery of the production services. The Consultant will manage his team and be responsible for the delivery of content, technical quality and accuracy of the deliverables. All deliverables shall be submitted to the ISCOS Secretariat within set timelines.

- 9. PROPOSALS FROM INTERESTED CONSULTANTS:** ISCOS invites proposals from interested Consultants for the Production of Audio-Visual and Graphics info-commercials as described in this document.

Prices quoted should be inclusive of all taxes, must be in Kenya shillings and shall remain valid for 120 days from the closing date of the tender. ISCOS is not obliged to take the lowest bidder.

Completed proposal documents are to be enclosed in plain sealed envelopes marked with the proposal reference number and description and deposited in the Tender Box “Provision of Audio-Visual Production of info-commercial Services. RFP No: ISCOS/RFP/09/2021-2022” with the instructions “**Do Not Open Before 5<sup>th</sup> November 2021 at 1200 noon (East Africa Time)**” and addressed to:

**The Secretary General**

ISCOS Secretariat Nyali, off links Road

Next to Nyali Health Care Ltd

P O Box 89112 – 80100

**MOMBASA**

To be deposited in the tender box by the date above. Late tenders will be rejected no matter the circumstance.

- 10. PROPRIETARY RIGHTS:** Outputs delivered under this consultancy contract will remain the property of ISCOS as per ISCOS’s General Conditions of Contract for Consultants and Individual Contractors.
- 11. BRIEFING TO SPECIALIST:** Upon appointment, the service provider(s)consultant will receive a detailed briefing by the ISCOS on the required scope of work and work plan.
- 12. TERMS OF PAYMENT:** Payment shall be effected in stages and upon fulfillment of performance conditions as outline below:
- a) 20% upon submission and acceptance of concept.
  - b) 40% upon submission and acceptance of the deliverables.
  - c) 40% 30 days after airing the production.

**13. STANDARD FORMS**

**FORM 1A: SUBMISSION FORM**

Our Ref: \_\_\_\_\_[Date]

The Secretary General  
ISCOS Secretariat Nyali, off links Road  
Next to Nyali Health Care Ltd  
P O Box 89112 – 80100  
**MOMBASA**

Dear Sir,

**RE: TENDER NO. ISCOS/RPS-2021**

Consultancy Services for production of Audio-visual info-commercials for marketing ISCOS.

I, the undersigned, offer to provide consultancy services for the ISCOS in accordance with your Request for Quotation dated \_\_\_\_\_[Date] and my Proposal. I hereby submit my Quotation. My Proposal shall remain valid for 120days after the submission date.

I understand you are not bound to accept any quotation that you receive.

We remain,

Yours sincerely,

\_\_\_\_\_ [Authorized Signature]:

\_\_\_\_\_ [Name and Title of Signatory]

**FORM 1B: ADEQUACY SUBMISSION FORM**

\_\_\_\_\_ [Address:]  
 Adequacy for the Assignment:

|   |   |
|---|---|
| Detailed Tasks Assigned on Consultant's Team of Experts:  | Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks |
| [List all deliverables/tasks as in Terms of Reference in which the Consultant will be involved) |   |
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Name of Consultant

Signature

Date  
 {day/month/year}

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**FORM 1C: FINANCIAL SUBMISSION FORM**

\_\_\_\_\_ [ Date]

To: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

[Name and address of Client]

Consultancy Services for provision of Audio-Visual Production Services for the ISCOS

Ladies/Gentlemen:

I, the undersigned, offer to provide the Audio-Visual Production Services for (\_\_\_\_\_) [Title of consulting services] in accordance with your Tender dated (\_\_\_\_\_) [Date]. My Financial Proposal is for the sum of (\_\_\_\_\_) [Amount in words and figures] inclusive of the taxes.

My Proposal shall remain valid for 120days after the submission date.

I remain,

Yours sincerely,

\_\_\_\_\_ [Authorized Signature]

\_\_\_\_\_ [Name and Title of Signatory]:

\_\_\_\_\_ [Name of Firm]

\_\_\_\_\_ [Address]