

REQUEST FOR PROPOSAL

FOR

THE APPOINTMENT OF A PUBLIC RELATIONS (PR) AGENCY

(JANUARY - JUNE 2015)

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A. GENERAL INFORMATION

1.0 Company

Finance Accreditation Agency (FAA) is an international and independent quality assurance and accreditation body supported by Bank Negara Malaysia and Securities Commission Malaysia. FAA is responsible for the quality assurance and promotion of learning initiatives within the Finance Services Industry (FSI) through learning programmes, institutional and individual accreditation, as well as the promotion of future learning practices in the FSI through the development of the FAA Qualifications Structure (FQS), FAA Learning Standards (FLS) and FAA Recognition of Prior Learning (FRL). Through these initiatives, FAA aims to contribute towards promoting the highest standards in the development of talent for the FSI.

2.0 Purpose

To establish a partnership with a PR agency that will assist us to more effectively position FAA globally, and to build awareness in our key markets for 2015 by making recommendations, providing inputs and counsel on opportunities for FAA.

- 2.1 Select a PR agency to assist and partner with the FAA in its strategic communications endeavours in 2015.
- 2.2 The PR agency will assist FAA with publicity, media relations, engagement and branding in line with FAA's strategy and requirements.

The selection of a PR agency will be for an initial 6-month retainer, with a review towards the end of 6 months, leading to an additional 6-month retainer if the objectives are met.

3.0 Objectives

To assist FAA in building industry acceptance, awareness and visibility in targeted countries for 2015 in order to develop a positive image, convey FAA's value and ultimately increase accreditation submissions. Areas to look into are:

- 3.1 Profiling
 - 3.1.1 FAA Brand
 - 3.1.2 FAA Services & Products
 - 3.1.3 FAA Technical Committee, Board, Management

- 3.2 Brand Development
 - 3.2.1 Creating and telling the FAA story
 - 3.2.2 Positioning FAA as an authority on learning and accreditation
 - 3.2.3 Developing a clear, consistent communication style
- 3.3 Development of Intellectual Property
 - 3.3.1 Thought Leadership articles
 - 3.3.2 Global Survey
- 3.4 Identification of Opportunities
 - 3.4.1 Regional FSI issues we can help solve
 - 3.4.2 Regional FSI opportunities we can help organisations take advantage of
 - 3.4.3 Make recommendations on events/conferences we can attend, participate and leverage

4.0 Target Audiences

- 4.1 Financial institutions (banks, insurance companies)
- 4.2 Professional bodies for the FSI
- 4.3 Training Providers within the FSI
- 4.4 Institutes of Higher Learning
- 4.5 Individuals in the FSI
- 4.6 Governments

5.0 Criteria for Evaluating the Success of a PR Agency

The Agency is required to present a proposal which meets the aforementioned objectives and demonstrates an understanding of FAA's issues and challenges. The proposal should include an explanation on how the campaign's activities will be measured against our desired outcomes.

The Tender Committee will also be looking at the following:

- 5.1 PR costs, monthly deliverables, proposed strategies, and skills of the personnel servicing the FAA account
- 5.2 International network especially in targeted countries for 2015
- 5.3 Prior experience in financial PR

6.0 Query Handling

6.1 Please send your queries regarding this RFP to:

Dinesh Ranawaka
Manager, Strategic Corporate Relations
+6012 328 1942 / dinesh@faa.org.my

6.2 You may not make any enquiries regarding this RFP after the date mentioned in the schedule below (see 11.0). Queries made to other parties in FAA will not be accepted and could be interpreted as canvassing or attempts to obtain inside information about the evaluation of the RFP.

7.0 Accuracy

7.1 This RFP is not guaranteed to be free of error, omissions or deficiencies. In the event of the discovery of such errors, omissions or deficiencies, FAA may amend this RFP or part thereof and notify you accordingly.

7.2 FAA may require additional information to be given by the proposal in relation to the RFP and in the context of the project and proposal received.

8.0 Rights Reserved

8.1 FAA reserves the right not to accept any submission or reject any proposal or any proposal not fulfilling any of the requirements of this RFP.

8.2 The decision of FAA shall be final and no reasons will be given for any refusal of acceptance of submission or rejection of any proposal.

9.0 Award of Contract

9.1 The selected and successful proposal shall be awarded this project and this RFP, and documents obtained related to the proposal and relevant information shall form part of the documents of a formal contract.

9.2 The contracting parties will be between Finance Accreditation Agency Berhad and the Bidder awarded this project.

10.0 Confidentiality

The contents of this RFP, this project and any information obtained shall be held in strict confidentiality and is not to be disclosed in any manner to any parties not involved in the bidding of the project of this RFP.

B. SCHEDULE**11.0 Timeline**

11.1 The timeline of activities related to this RFP is outlined below:

Activities	Deadline(s)
Collection of RFP	25 November 2014
Close of Queries about RFP	09 December 2014
Submission of Bid Proposal	05 January 2015
Notification of Status	08 January 2015
Proposal Demonstration	15 January 2015
Contract Award	23 January 2015
Commencement of Work	01 February 2015

11.2 The date of completion of the project shall be expressed in the formal contract.

12.0 Project Duration

12.1 The project will commence on 1 February 2015, and will be completed by 31 July 2015.

12.2 Dates of commencement and completion of the project shall be stated in the contract.

C. FORMAT OF PROPOSAL OF BID**13.0 Project Bid**

13.1 You are to submit 1 original set and 2 duplicate sets of relevant documents and information forming the bid. In addition, a digital version of all documents and information in Adobe PDF format written onto a DVD must be included in your bid.

13.2 Each package containing original of the bid is to be identified and numbered accordingly.

13.3 Each package containing duplicates of the bid is to be identified and numbered accordingly.

- 13.4 The bid must be sealed securely in a sturdy package. The name of the project is to be printed clearly in the centre of the package. The Bidder's name must be printed on the top left-hand corner of the package.
- 13.5 The sealed bid is to be delivered to the office of FAA and is not to be delivered through any other parties.
- 13.6 All documents and required information will form the basis of evaluation and there will be no acceptance of further submission, additional submission or amendments after the close of bid submission.

D. PROJECT SCOPE & DELIVERABLES

14.0 Scope of Project

- 14.1 To assist and contribute fresh perspectives in developing, planning and executing a holistic and strategic communications campaign for FAA in 2015 that will encapsulate coverage in key publications, media interviews, media relations, speaking engagements, content creation, events and other PR activities.
- 14.2 Some of the countries FAA is prioritising in 2015:
- Malaysia (KL IFN Conference, 25 & 26 May)
 - Luxembourg (IFN Conference, 10 June)
 - UAE
 - Bahrain
 - Oman
 - Turkey
 - UK
 - Qatar
 - Brunei
- 14.3 Monthly deliverables that meet the needs of the PR plan.

15.0 Deliverables

- 15.1 The deliverables proposed will come in the form of media relations, publicity, content creation, events and other PR activities that will meet the aforementioned objectives. For the purpose of this RFP, please include:

- 15.1.1 The proposed activities/pieces of work that will be delivered for each month
- 15.1.2 A proposed timeline for the first 6 months of 2015
- 15.1.3 A list of the key personnel who will service the FAA account
- 15.1.4 Relevant client testimonials from the financial services industry are recommended.

E. SCHEDULE OF COSTS

16.0 Detailed Costs

- 16.1 Please provide a monthly retainer fee as well as the total fee for the 6-month project.

17.0 Payment Schedule

- 17.1 The fees shall be paid on a monthly basis for the duration of the contract.

F. TERMS & CONDITIONS

18.0 Copyright/Intellectual Rights

- 18.1 The Bidder agrees to disclose and assign all copyright/intellectual rights resulting from this project, unless agreed otherwise in writing.
- 18.2 FAA reserves the ownership and copyright for all deliverables produced during this project, unless agreed otherwise in writing.

19.0 Financial Arrangements

- 19.1 The Bidder shall provide a fixed price contract including per diem cost, travel and subsistence (if any) and all incidental costs.
- 19.2 The terms and conditions must be adhered to throughout the entire contract.
- 19.3 Payment for all services will be on receipt of appropriate invoices detailing the work completed.
- 19.4 FAA reserves the right to withhold payment where the Bidder fails to meet its contractual obligations.

20.0 Contract Award/Termination

- 20.1 FAA reserves the right to cancel/postpone the contract award.
- 20.2 FAA is not legally obliged to accept the lowest or any proposal.
- 20.3 FAA reserves the right to reject in whole or part, any or all of the proposals received.
- 20.4 FAA reserves the right to terminate the contract at any stage and shall not be liable nor give rise to any right accruing to the Bidder as a result of this.

21.0 Proposal Validity Period

- 21.1 The proposal shall be valid for the duration of the contract.

22.0 Indemnities and Sureties

- 22.1 Before the contract starts, the Bidder shall take out an insurance policy indemnifying itself and FAA in respect of claims.

23.0 Freedom of Information

- 23.1 The Bidder undertakes to use its best endeavours to withhold confidential, any information provided by FAA.

G. APPENDICES

I. Company Details

Please complete this form with your company details:

Company Details					
1.	Company name				
2.	Address				
3.	Telephone/Fax/Website				
4.	Contact Person/Designation Email/DID				
5.	Type of Company	Public/Private/Partnership/Sole Proprietor [Delete where inappropriate]			
6.	Incorporation Place/Date				
7.	Number of employees	Full-time	_____	Part-time	_____

II. Directors, Partners and Associates

Name	Position	Time in Position

III. Key Personnel

Please give details of all personnel who will be dedicated to this project indicating qualifications and relevant experience.

Provide a detailed CV for each team member.

Name	Qualification(s)	Experience(s)

IV. Bank Details and Facilities

Name and address of bank(s) from whom references may be requested.

Bank Details		Facilities
1. Bank Name		
Address		
Account Number		
2. Bank Name		
Address		
Account Number		
3. Bank Name		
Address		
Account Number		

V. References

Provide the names and addresses of three organisations that are prepared to act as referees on your behalf. Ensure that all references are relevant to the Request for Proposal.

Reference 1	
Name	
Address	
Website address	
Contact Number	Office: Mobile:
Project Cost	

Reference 2	
Name	
Address	
Website address	
Contact Number	Office: Mobile:
Project Cost	

Reference 3	
Name	
Address	
Website address	
Contact Number	Office: Mobile:
Project Cost	

H. CERTIFICATE OF NON-CANVASSING

I,.....NRIC/PassportNo.:.....
(Name)

certify that I have not canvassed any employee of in the
(Issuer)

preparation, submission and evaluation of this Request for Proposal or award of the Contract.

To the best of my knowledge and belief, no person employed by me or acting on my behalf has done, or will do, such an act.

Signed,

In presence of witness,

.....
Date:

.....
Name:
NRIC/Passport No.:
Date:

