

MINISTRY OF TOURISM, INDUSTRY & COMMERCE



GUYANA TOURISM AUTHORITY

**STANDARD REQUEST FOR PROPOSAL  
SELECTION OF  
CONSULTANTS/FIRM**

**DIGITAL MARKETING SERVICES**

2021

## **STANDARD REQUEST FOR PROPOSALS**

### **SELECTION OF CONSULTANTS/FIRM**

#### **Introduction**

These Standard Request for Proposals documents (SRFP) have been prepared by the NPTA for use by the Procuring Entities in the procurement of consulting services through the request-for-proposals method with, either on a lump-sum or on a time-based price basis.

The procedures and methods presented in this document have been developed on the basis of practical experience, and are mandatory for use in the procurement carried out in whole or in part from the state funds in accordance with the provisions of the Procurement Law.

The applicable forms are listed in the table of contents overleaf.

Those wishing to submit comments or questions on this Bidding Document or to obtain additional information on procurement are encouraged to contact:

Annarie Seecharan  
Senior Manager  
Destination Marketing Division  
Guyana Tourism Authority  
National Exhibition Centre, Sophia  
Tel #: 592 219 0094-6  
Email: [annarie@guyanatourism.com](mailto:annarie@guyanatourism.com)

Copy to:

Nicola Balram  
Senior Officer of Marketing  
Destination Marketing Division  
Guyana Tourism Authority  
National Exhibition Centre, Sophia  
Tel #: 592 219 0094-6  
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**NPTA**

**GEORGETOWN**

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**January 08, 2021**

**A. LETTER OF INVITATION**

Dear Sir/Madam:

Subject: Digital Marketing Services

1. The Guyana Tourism Authority is seeking proposals from experienced agencies for the planning and execution of its multi-faceted Digital Marketing Services strategy. The strategy is designed to effectively raise awareness, promote, and drive demand for Guyana's tourism experiences and products within our target consumers, while adapting to current marketing trends.

You are hereby invited to submit technical and financial proposals for providing those services, which could form the basis for future negotiations and ultimately a contract between your firm and the Guyana Tourism Authority.

2. The purpose of this assignment is to:
  - (a) Seek companies with the requisite skills and experiences to execute effective digital marketing services that will drive awareness of and demand for the destination and increase visitor arrivals
3. The following documents are enclosed to enable you to submit your proposal:
  - (a) Terms of Reference (TOR) (Appendix 1);
  - (b) Supplementary information for consultants, including a suggested format of curriculum vitae (Appendix 2); and
  - (c) A sample format of the contract for consultants' services under which the service will be performed (Appendix 3).

**4. The Submission of Proposals**

The proposals shall be submitted in two (2) separate parts, Technical and Financial, and should follow the form given in the "Supplementary Information for Consultants."

The proposals should be addressed as “Digital Marketing Services” and sent to the following address on or before **09:00h on February 02, 2021** at the following address:

Chairman of National Procurement and Tender Administration

National Procurement and Tender Administration

Ministry of Finance

Main & Urquhart Streets

Georgetown, Guyana

**5. Bid Securing Declaration**

A Bid Securing Declaration is Applicable

**6. Compliances**

As required and applicable, bidder must submit valid certificates of compliance from the Guyana Revenue Authority (GRA), National Insurance Scheme (NIS), and VAT registration.

*Footnote: Kindly provide equivalent for foreign companies*

**7. Evaluation Criteria**

The Employer will award the Contract to the Bidder whose bid is determined to be substantially responsive to the bidding documents, who demonstrates the strongest qualifications and who offers the best value evaluated bid price based on a comparison of the proposed costs and benefits to the Guyana Tourism Authority, provided that this Bidder has been determined to be eligible and have met the requirements in accordance with the Criteria in Annex A.

**8. Deciding Award of Contract**

Your firm’s proposal will be evaluated and ranked on its merit in accordance with the evaluation criteria outlined in the Supplementary Information attached and, if selected, could eventually form the basis for negotiations and, ultimately, a contract between your firm and the Guyana Tourism Authority. It is anticipated that contract negotiations with the selected firm would commence around February 2021 and the assignment would commence from April 2021.

Negotiations will be held with your firm only if the technical proposal attains the required minimum score. Your firm must be prepared to furnish the detailed cost

- break-down and other clarifications to the proposals submitted, as may be required to adjudge the reasonableness of your firm's price proposals. If the negotiation with your firm is successful, the award will be made to your firm. If negotiations fail, and if it is determined that a contract with reasonable terms cannot be concluded with your firm, the process of selection of Consultant, issue of letter of invitation etc. will be repeated with the second ranked consultant, and so on, until an agreed contract is concluded.
9. Please note that the Guyana Tourism Authority is not bound to select any of the Consultants submitting proposals.
  10. If your firm does not have the necessary expertise for a specific task, your firm may associate with another firm or engage specialists or experts to enable presentation of a full range of expertise required for the assignment. In order to assure the effective use of local knowledge, support institutional development and transfer of technology, your firm is encouraged to associate with qualified organisations and/or individual specialists from Guyana for one or more tasks, in part or in full, but your firm shall be the prime consultant.
  11. It is estimated that approximately twelve (12) months of services will be required for the assignment. You should therefore base your firm's financial proposal on this figure. However, your firm should feel free to submit its proposal on the basis of the number of months considered necessary by your firm to undertake the assignment.
  12. Your firm is required to hold its proposal valid for 90 days from the date of submission during which period your firm will maintain without change, your proposed price. The Guyana Tourism Authority is expected to finalise the agreement within this period.
  13. In order to familiarise yourselves with the project and the local conditions you may wish to visit the project area. In this case, your firm should advise the procurement entity of your intended visit in adequate time to allow them to make appropriate arrangements. However, it should be clearly understood that any costs incurred by your firm for collection of preliminary information, for preparation of the proposal, or for the subsequent negotiations will not be reimbursable as a direct cost of the assignment.
  14. Assuming that the contract can be satisfactorily concluded in time, you will be expected to take-up/commence the assignment in April 2021.
  15. We wish to remind you that any manufacturing or construction firm with which you might be associated, will not be eligible to participate in bidding for any goods or works resulting from or associated with the project of which this consulting assignment forms a part.
  16. Tax Liability

- (a) Domestic Consultants and foreign consultants who are residents in Guyana: Please note that the remuneration which you receive from this contract will be subject to the normal tax liability in Guyana. Kindly contact the relevant tax authorities for further information in this regard, if required;

Or

- (b) Foreign Consultants who are not resident in Guyana: Please note that the remuneration which you receive from this contract will be subject to normal tax liability in Guyana; but the Procuring Entity shall pay directly or reimburse<sup>1</sup> the taxes, duties, fees, levies and their impositions in Guyana related to:
- (i) payments to the Consultants carrying out this assignment;
  - (ii) equipment, materials and supplies brought into Guyana for the purpose of carrying out the scope of work, provided they are subsequently repatriated; and
  - (iii) property brought in for your personal use provided the property is subsequently repatriated.

17. We would appreciate if you would inform us by E-mail:

- (a) Your acknowledgment of the receipt of this letter of invitation; and
- (b) Whether or not you will be submitting a proposal.

Yours faithfully,

  
Carla Chandra, Director  
Guyana Tourism Authority

**Enclosures:**

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<sup>1</sup> Delete one alternative

Appendix 1. Terms of Reference

Appendix 2. Supplementary Information to Consultant

Appendix 3. Draft contract



**Appendix - 1****TERMS OF REFERENCE****1. Background**

The Guyana Tourism Authority (GTA) secured Acorn Tourism Consulting, Inc. to undertake market research in and completed a Marketing Strategy for Guyana in 2015. In the strategy, core (US, UK and Canada), investment (Germany) and secondary markets were identified. Based on focus groups in selected markets, it was noted that Guyana was relatively unknown and there was a lack of awareness of the country in the regional and international markets. Compounded by the fact that there was little marketing being done in these markets.

As an emerging nature, adventure and cultural destination, Guyana is poised to attract visitors from a number of key source markets including but not limited to the United States of America (USA), Canada, the United Kingdom (UK) and Germany. These markets represent the majority of visitors who travel to the Destination annually. Currently, 70% of visitor arrivals are diaspora travelling from the US, Canada and the UK, the Authority is now seeking to engage Americans, Canadians, British and other travellers who are seeking out authentic nature, culture and adventure destinations.

As part of its digital marketing strategy in 2018, the GTA secured Acorn Tourism Consulting, Inc. to lead its digital marketing activities, which included creating a new website, launching a more comprehensive digital marketing campaign, building social media followers through active engagement, and developing blog content. The Authority also commenced a pay per click and an influencer campaign targeting interest groups and target markets directing traffic to the destination website landing pages.

Aside from the digital marketing strategy, the GTA also contracted market representative agencies who represent the destination in the US and Canada, UK and German markets and actively promote Destination Guyana year-round. The GTA is also leading public relations and other marketing activities.

Moving forward, the Authority is also in the process of contracting an agency to develop a living Integrated Marketing and Communications Strategy and Action Plan. This agency will be responsible for leading the development of the strategy and action plan and building capacity within the GTA to implement it and keep it updated in order to maximise resource efficiencies and effectiveness in promoting the country as a preferred tourist destination and to increase Guyana's share in the global tourism market.

To continue to build on this momentum, the GTA secured a digital marketing agency that managed the Authority's multi-faceted digital strategy by developing and delivering a high volume of engaging content through our various media platforms, designing and implementing social media marketing and advertising campaigns inclusive of influencers, and developing and implementing email marketing campaigns. The Authority needs to

keep the momentum and continue along this path would like to secure a digital marketing agency to continue to manage the multifaceted digital strategy developed aimed at helping to achieve the overall mandate of promoting Destination Guyana.

2. A concise statement of objectives

The objective of securing a digital marketing agency is to build brand and destination awareness through constant and increasing online engagement with our current and potential audiences as measured by an increase in the number of social media followers, unique website visitors, email opt-ins, and visitors to Guyana.

3. An outline of the tasks to be carried out

### **Social Media Management**

The agency will be responsible managing all official destination social media handles and profiles, developing, posting and sponsoring GTA-vetted content that meets the requirements of each individual channel, filtering of user comments, and providing responses. All posts and tweets on the destination's social media handles should reflect current events and activities in Guyana. The agency will also be responsible for repurposing of videos and photographs into suitable formats.

### **Innovative Social Media Campaigns**

The agency will be responsible for:

- evolving the brand voice that has been established and designing, implementing, managing and evaluating innovative digital media campaigns created to help promote the destination and our tourism pillars.
- social media influencer campaign – identify and secure suitable social media travel influencers to raise the profile of destination Guyana by creating content via blogs, vlogs, imagery, videos, etc
- developing the campaigns to cater to our main target audiences (holistically or individually) based in the type of campaign. Demographically, this includes international travellers that are looking for experiences Guyana offers, diaspora travellers and local. Our main source markets are in North America (United States of America and Canada), the United Kingdom and Benelux Region, and Germany and the German speaking neighbouring countries.

### **Online Reputation Management**

The agency will be responsible for responding to queries within 24 hours as per pre-defined text response or escalation levels. The agency shall also be responsible for removal of non-relevant or offensive posts/information from all social media handles.

### **Content Creation**

The agency will be responsible for creating and updating content for the destination websites ([www.guyanatourism.com](http://www.guyanatourism.com), [www.guyanabirding.com](http://www.guyanabirding.com)) along with the internal GTA team. Responsibilities will include but not limited to creating website copy (where needed), blogs, news articles, advertorials, social media posts/content, content, product

descriptions, case studies, pay-per-click advertising/email copy and campaigns, and sourcing of videos and image content for all of the above. The Agency will also be responsible for creating content for and working with the GTA team for the management of thirdparty websites on the digital space such as TripAdvisor, Air BnB and Air BnB Experiences, WikiTravel and more.

### **Data Analytics and Analysis**

The agency will be responsible for collecting, monitoring and leveraging web analytics and social media analytics to improvise web and social media presence and optimise the effectiveness of campaigns and resource efficiencies related to the campaigns. Additionally, the agency will provide analytics and analysis to the GTA as and when required, including through monthly KPI reports (the GTA will share the template to use). Web analytics of advertisement campaign should include but may not be limited to demographics (country and/or area of origin, language, sex, age group), interest, browser, device used (mobile, tablet, pc), duration of visit, conversion ratio (total visitors, unique visitors etc.) and time spent on landing page.

### **Capacity Building**

The agency will be responsible for building the capacity of the GTA to successfully implement content marketing, social media marketing and web marketing strategies and stay attuned to best practice, tools that support implementation and evaluation, and changing trends.

#### 4. Schedule for completion of tasks

An example of the schedule is as follows. The schedule will be converted into a detailed plan of action/work plan based upon results-oriented priorities identified between the Company and the Guyana Tourism Authority.

<b>MONTH</b>	<b>TASKS</b>
April 2021	- Complete a detailed implementation work plan and schedule
April 2021 – March 2022	- Implementation of social media campaigns, pay per click advertising, digital advertising, content development, monthly reporting of key performance indicators (KPIs), and revision to strategies and tactics as required
March 2022	- Final report

#### 5. Data, services and facilities to be provided by the client

The Guyana Tourism Authority will meet with the selected agencies to peruse the Authority's work plan and provide guidance and any additional information regarding the responsibilities of the agency as necessary.

The Guyana Tourism Authority will liaise with the selected agency at least twice a month to track progress on the tasks assigned and work through any issues that are faced by the agency. The Authority will also provide information to the agency as needed including introductions and referrals to key stakeholders.

#### 6. Final outputs (reports, drawings etc.) that will be required of the Consultant

The agency will be responsible for preparing monthly reports on the work plan, KPIs, and tasks that are assigned by the Guyana Tourism Authority and sharing this by the 5<sup>th</sup> of each month with the GTA. The Authority will review reports and assess any suggestions given by the agency in same. At the end of the contract, the agency will prepare a full report on the tasks completed with positive outcomes, key challenges, and recommendations for improvement.

Monthly reports must be submitted to the Director of the Guyana Tourism Authority and carbon copied to the Senior Manager and Senior Officer of the Destination Marketing Division.

#### 7. Procedure to monitor Consultant's work

The Guyana Tourism Authority will monitor the agency's work output through the monthly reports and exchanges between the agency and the Guyana Tourism Authority. Reports will also be submitted to the Marketing Subcommittee of the Guyana Tourism Authority Board of Directors for their feedback and assessments.

The Authority will also assess the agency's outputs against the following KPIs:

- The agency's ability to lead the body of work and efficiently and effectively manage the budgeted resources with the GTA's support available on an as needed basis
- The design and execution of campaigns geared towards GTA's core markets and audiences and various pre-identified niche markets
- Increase in awareness, demand and visitation to Destination Guyana as measured by social media following and engagement, website visitation, video views, email opt-ins, etc.

#### 8. Payment Terms

Proposed payment schedule for invoicing (including Consultancy's fees) are as follows:

<b>Proposed payment schedule</b>	<b>Payment percentage</b>
April, 2021 upon signing of contract and submission of a detailed work plan and budget	30%

July, 2021 upon submission of key deliverables set out by the Guyana Tourism Authority	30%
September, 2021 upon submission of key deliverables set out by the Guyana Tourism Authority	30%
December, 2021 upon submission of key deliverables set out by the Guyana Tourism Authority	10%
<b>TOTAL</b>	<b>100%</b>

## Appendix - 2

### SUPPLEMENTARY INFORMATION FOR CONSULTANTS

#### Proposals

1. Under cover of the Proposal Submission Letter (form F-1), Consultants shall submit the technical and financial proposals in two (2) forms. The technical and financial proposals are to be submitted in a hard copy format, **that is in clearly marked separate sealed Envelopes (one marked as technical and the other as financial proposal)**, and an electronic copy format, **that is a flash drive only with the exact PDF version of the hard copy tender.**

Ensure the envelopes of the hard copy and the electronic copy are identically labelled. The electronic copy (flash drive) should be placed in a smaller envelope and properly affixed (attached) to the hard copy submission. Note that the hard copy and the electronic copy of each proposal must be submitted in two individually enveloped attached to each other. Bids will not be accepted if both are placed in one envelope. Proposals should include the following information:

(a) Technical Proposals

- (i) Description of organisation of consultant firm.
- (ii) An outline of recent experience of similar assignments/projects executed during the last three years in the format given in Form F-2, demonstrating your firm's knowledge of the project requirements and understanding of the tasks referred to in the scope of work. Assignments completed by individual experts working privately or through other firms should not be claimed as the

experience of your firm. Information on the current assignments of the firm should also be presented.

- (iii) Curricula Vitae of Consultant's key personnel (F-3).
- (iv) Any comments or suggestions from the Consultant on the Terms of Reference (TOR), including comments, if any, on data, services and facilities should be provided to the Guyana Tourism Authority.
- (v) A description of the manner in which Consultant would plan to execute the work, for each task separately. Work plan time schedule in Form F-4, approach or methodology proposed for carrying out the required work, personnel to be assigned to each task, and staff months. **NOTE: There should be no monetary value stated in the technical proposal.**
- (vi) The Consultant's comments, if any, on the data, services and facilities to be provided by Guyana Tourism Authority indicated in the Terms of Reference (TOR).

(b) Financial Proposals

The financial proposals should be given in the form of [summary of Contract estimate in Form F -5].

Foreign costs can be denominated in United States of America dollars and accompanied by supporting documents to justify the elements involved. Local costs must be denominated in the local currency. The costs shown should include a breakdown of the monthly remuneration rate for each professional staff to be assigned and a general breakdown of out-of-pocket expenses (such as international travel, per diem, etc.). [In the case of lump-sum contracts, such pricing information is sought for the purposes of arriving at a price for additional work.]<sup>2</sup>

The Executing Agency retains the right to audit, during and after the services, the selected firm's accounts and time and cost records relevant to the services, including accounts and records that will enable verification of the breakdown of billing rates and the costs related to the project.<sup>3</sup>

**2. Two copies of the proposals should be submitted to the address indicated in paragraph (4) of the Letter of Invitation.**

Chairman of National Procurement and Tender Administration

National Procurement and Tender Administration

Ministry of Finance

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<sup>2</sup> Delete text in brackets in case of time-based contract.

<sup>3</sup> This paragraph should be deleted in the case of lump-sum contracts.

Main & Urquhart Streets

Georgetown, Guyana

### **3. Evaluation of Proposals**

Proposals will be evaluated in a two-stage manner, commencing with evaluation of technical proposals and allocation of merit points and ranking of technical proposals. Only then will the financial proposals be opened, and only those of the consultants whose technical proposals attained a score of at least seventy-five [75] points in the technical evaluation. [Consultants will be given an opportunity to attend the opening of financial proposals.]

Technical proposals shall be evaluated and merit points awarded based on the following:

- (I) The firm's general experience and qualifications in digital marketing and communications (e.g., social media marketing, content marketing, and web marketing) forming part of the total assignment, with specific reference to experience in Guyana or in similar contexts.
- (ii) The adequacy and quality of the proposed work plan, and the approach and methodology proposed to implement the TOR.
- (iii) The qualifications, experience and competence of the individual key personnel proposed for the assignment in the area of digital marketing and communications.

Curriculum Vitae (CV) for all consultants' personnel proposed for the assignment shall be included with the proposal. Each member of the team shall be rated on the basis of the following and average points evaluated for the team as a whole:

- (i) educational and professional qualifications related to digital marketing and communications;
- (ii) adequacy for the assignment; and
- (iii) experience (and language where appropriate) in the country of assignment or similar.

A proposal may be treated as nonresponsive if any of the items as requested above, which are required for the evaluation, are omitted. A Consultant will also be excluded from the evaluation if, in the judgment of the Procuring Entity, the firm has been or might be placed in a position where its judgment in the execution of the project may be biased or its independence otherwise compromised. Firms should disclose any circumstances which may give rise to such concerns and should not accept an assignment that presents a conflict of interest with another assignment in which they are engaged. Consultants that

believe such a situation may exist should seek guidance from the Procuring Entity prior to preparing its technical proposal.

For the purpose of evaluating the proposal, prices shall be converted to a single currency using the selling (exchange) rates for the currencies of the price quoted by an official source for similar transactions. **The contract shall be awarded to the firm whose bid is determined to be substantially technically responsive to the bid document and who demonstrates the strongest qualifications and offered the Best Value Evaluated Bid Price** based on a comparison of the proposed costs and benefits to the Guyana Tourism Authority.

#### **4. Contract Negotiations**

The aim of the negotiations is to reach an agreement on all points with the consultant and initial a draft contract by the conclusion of negotiations. The negotiations shall cover the terms of reference and scope of the proposed services, deliverables, progress reports, facilities to be provided by the Procuring Entity, as well as the financial proposal. **The price (fee for services) shall also be subject to negotiation.**

Having selected a firm partly on the basis of an evaluation of personnel presented in the firm's proposal, the Procuring Entity expects to negotiate a contract on the basis of the key personnel named in the proposal and will require assurances that these experts can, in fact, be made available. As the expected date of mobilization is given in the letter inviting proposals, the Procuring Entity may reject the proposal of the Consultant's key personnel offered in the proposal if they are not in fact available other than for reasons of unexpected delays in the starting date or exceptionally because of incapacity of an expert for reasons of health. Any replacement personnel must possess at least the same level of qualifications as the personnel to be replaced.

The Consultants should note that the Contract will be with the Guyana Tourism Authority. Payments to the Consultants will be made in accordance with an agreed estimated schedule, assuring the Consultants of regular deposits in local and foreign currency as long as the work proceeds as planned and invoices with relevant supporting documents are submitted for approval on a timely basis.

#### **5. Review of reports**

A review committee (to be restricted to three members) consisting of following officers of the Marketing Department will review all reports of consultants (inception, progress, intermediate and draft final) and suggest any modifications/changes considered necessary within 15 days of receipt.

#### **6. Modification of contract**



Any modification or variation of the terms and conditions of this Contract, including any modification or variation of the scope of the Services, may only be made by written agreement between the Parties.

**\*CONSULTING FIRMS MUST COMPLETE FORMS F1-F5**

**FORM NO. F-1**

**From:**

**To:**

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Sir/Madame:

Consultancy Services for [ insert name of Procuring Entity] regarding [insert name of assignment]

We, ..... ( insert name of Consultant], herewith enclose Technical and Financial Proposal for selection as consultant for ..... insert name of assignment].

We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in Guyana.

Yours faithfully,

Signature: \_\_\_\_\_

Full name & Address: \_\_\_\_\_

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**FORM F-2**

**Major work during last ten years which best illustrates experience and qualifications**

*The following information should be provided for each reference project in the format indicated below.*

Project name:		Country:
Project location within country		Professional staff provided  No. of staff
Name, address, telephone, fax and e-mail of client:		No. of person-months:
Start date  (month/year)	Completion date:  (month/year)	Approx. value of services:
Name of associated firm(s), if any:		No. of Person-months of professional staff provided by associated firm(s):
Senior staff involved and functions performed:		

Detailed narrative description of project and services provided and any measurable outcomes:

Firm's Name: \_\_\_\_\_

**FORM F-3**

**FORMAT OF CURRICULUM VITAE (CV) FOR KEY PERSONNEL OF CONSULTANT**

*(one CV form should be filled out for each team member to be assigned)*

***CVs provided by the Consulting Firm must be signed and dated with consent from the person on the team. Supporting documents such as a signed and dated copy of his/her degree certification must accompany the CV.***

Name of Consultant: \_\_\_\_\_

Profession: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Nationality: \_\_\_\_\_

Membership in Professional Societies: \_\_\_\_\_

Function assigned in Consultant's team:

\_\_\_\_\_

**Key Qualifications:**

*Give an outline of experience and training most pertinent to tasks on assignment. Describe degree of responsibility held on relevant previous assignments and give dates and locations. Use about half a page.*

\_\_\_\_\_

**Education:**

*Summarise college/university and other specialized education of staff member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page.*

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**Employment Record:**

*Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organisations, titles of positions held, and locations of assignments. For experience in last ten years, also give types of activities performed and client references, where appropriate. Use about two pages*

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**Languages:**

*For each language indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing*

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**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience

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***Signature of Consultant***

**Date:** \_\_\_\_\_

***Day/Month/Year***

**Full name of Consultant:**

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**FORM F-4**

**WORK PLAN TIME SCHEDULE**

A. Field Investigation

Sl. No.	Item	Monthly Program											
		1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th

B. Compilation and submission of reports

1. Draft Final Report
2. Final Report

C. A short note on the line of approach and methodology outlining various steps for performing the assignment.

D. Comments or suggestions on "Terms of Reference."

E. Proposed format as highlighted below:-

ACTIVITY	MONTH	OUTPUT	KPI
<b>Main Activity</b>			
Sub Activity 1	Month the activity proposed to occur	Expected Outcomes	List of key performance indicators to measure success
Sub Activity 2			
Sub Activity 3			
<b>Main Activity</b>			
Sub Activity 1			
Sub Activity 2			

**FORM F-5****Cost Estimate of Services****Remuneration****Consultant Key Personnel**

Name	Daily (Monthly) Rate		Working Days	Total Cost	
	(in currency)			(months)	(in currency)
	(foreign)	(local)	(foreign)		(local)
Sub-Total (Remuneration)					

**Out-of-Pocket Expenses<sup>2</sup> :**

a) Per Diem <sup>3</sup>	Days	Total	
		(foreign)	(local)
Room			
Subsistence			
b) Air fare			
c) Lump Sum Miscellaneous Expenses <sup>4</sup>			
Sub-Total (Out-of-Pocket)			
Contingency Charges:			
Sub-Total (Out of Pocket)			

Total Estimate	(foreign)	(local)

<sup>2</sup> In lump-sum contract, this information is included not for negotiation but for facilitating the pricing of additional work; in time-based contract, reimbursable at cost with supporting documents/receipts unless otherwise specified.

<sup>3</sup> Per Diem is fixed per calendar day and need not be supported by receipts.

<sup>4</sup> To include reporting costs, visa, inoculations, routine medical examination, minor surface transportation and communications expenses, porter fees, in-and-out expenses, airport taxes, and such other travel related expenses as may be necessary.

**Annex A**

**Evaluation Criteria**

<b>(A) General Experience of the Firm</b>	
<b>(i) Team Leader</b>	
Qualification	
<ul style="list-style-type: none"> <li>○ Masters in Tourism, Marketing, Communications or similar field</li> <li>or</li> <li>○ Degree in in Tourism, Marketing, Communications or similar field</li> </ul>	<p>6 points</p> <p>4 points</p>
Experience (MUST demonstrate digital marketing management, media and crisis management expertise as well as expertise in trade relations and consumer promotions in nature- adventure and cultural tourism for destinations)	
<ul style="list-style-type: none"> <li>○ Over 10 years</li> <li>○ Between 7 – 10 years</li> <li>○ Below 7 years</li> </ul>	<p>10 points</p> <p>7 points</p> <p>5 points</p>
<b>(ii) Other staff</b>	
Qualification:	
<ul style="list-style-type: none"> <li>○ Masters Degree in Marketing, Communications or Equivalent</li> <li>○ Bachelor’s Degree in Marketing, Communications or Equivalent)</li> </ul>	<p>6 points</p> <p>3 points</p>
Experience (Demonstrate experience in managing integrated marketing campaigns; public relations and social media management)	
<ul style="list-style-type: none"> <li>○ Over 10 years</li> <li>○ Between 7 – 10 years</li> <li>○ Below 7 years</li> </ul>	<p>10 points</p> <p>7 points</p> <p>5 points</p>
<b>TOTAL</b>	<b>32 points</b>

<b>(B) Specific/competence of key personnel to Particular Assignment</b>	
Specific qualifications and experience related to the assignment ( <i>Assess submissions on Form F-2 and must show at least 3 examples</i> )	
<ul style="list-style-type: none"> <li>○ Digital marketing and social media management, campaign development, crisis management, advertising, influencer marketing and management, creative content writing and media asset production and management.</li> </ul>	25 points
<ul style="list-style-type: none"> <li>○ Digital marketing and social media management, campaign development, advertising, creative content writing and media asset production and management.</li> </ul>	20 points
<ul style="list-style-type: none"> <li>○ Digital marketing and social media management, campaign development and creative content writing</li> </ul>	15 points
Language and knowledge of region/local conditions (knowledge of the tourism product inclusive of opportunities for investment, challenges of the Sector, etc.)	10 points
<b>TOTAL</b>	<b>35 points</b>
<b>(C) Adequacy of approach</b>	
Adequacy of work plan ( <i>Experience in working with Tour Operators, Airlines, Travel agents and other Tourism marketing channel members and educating the trade continuously</i> )	10 points
Quality of work plan ( <i>actionable items must have a strong impact on the key performance indicators listed in Terms of Reference</i> )	10 points
Technical approach ( <i>market-driven, niche product focus, market segmentation and travel trends</i> )	8 points
Methodology ( <i>Study of tourism plans on Guyana, interviews with stakeholders, market research papers and travel trends, statistical data</i> )	5 points
<b>TOTAL</b>	<b>33 points</b>
<b>MAXIMUM TOTAL</b>	<b>100 points</b>

PROPOSALS WILL BE EVALUATED IN A TWO STAGE MANNER, COMMENCING WITH THE EVALUATION OF TECHNICAL PROPOSALS AND ALLOCATION OF MERIT POINTS. CONSULTING FIRM MUST ATTAIN A SCORE OF AT LEAST 75 PERCENTAGE IN THE TECHNICAL EVALUATION BEFORE THE FINANCIAL PROPOSAL IS OPENED. FINANCIAL PROPOSALS ARE EVALUATED BASED ON THE QUALITY COST BASED SELECTION (QCBS) METHOD IN ACCORDANCE WITH THE PROCUREMENT POLICIES OF THE NATIONAL PROCUREMENT AND TENDER ADMINISTRATION BOARD AND THE EVALUATION CRITERIA OUTLINED IN CLAUSE 7 OF THE CONSULTANCY BID DOCUMENT



**Annex B****Cost Estimate of Services, List of Personnel and Schedule of Rates**(1) Remuneration of Staff

	Name	Rate (per month/day/ hour in currency)	Time spent (number of month/day/ hour)	Total (currency)	
				(foreign)	(local)
(a) Team Leader					
(b)					
(c)					
			Sub-total (1)		

(2) Reimbursables<sup>6</sup>

	Rate	Days	Total	
			(foreign)	(local)
(a) International Travel				
(b) Local Transportation				
(c) Per Diem				
			Sub-total (2)	

	(foreign)	(local)
<b>TOTAL COST</b>		
<b>Physical Contingency<sup>7</sup></b>		
<b>CONTRACT CEILING</b>		

<sup>6</sup> To include expenses for international travel, local transportation, per diem, communications, reporting costs, visas, inoculations, routine medical examinations, porter fees, in-and-out expenses, airport taxes, and other such travel related expenses as may be necessary; reimbursable at cost with supporting documents/receipts; except for per diem (which is fixed and includes housing and \_\_\_\_\_ expenses).

<sup>7</sup> From 0 to 15 percent of total cost; use of contingency requires prior approval of the Client.

### Appendix 3

## SAMPLE CONTRACT FOR CONSULTING SERVICES

### LUMP-SUM PAYMENTS

#### CONTRACT

THIS CONTRACT (“Contract”) is entered into this March 1, 2021 by and between the Guyana Tourism Authority (“the Procuring Entity”) having its principal place of business at *National Exhibition Centre, Sophia, Georgetown, Guyana* and \_\_\_\_\_ *[insert Consultant’s name]* (“the Consultant”) having its principal office located at \_\_\_\_\_ *[insert Consultant’s address]*.

WHEREAS, the Procuring Entity wishes to have the Consultant perform the services hereinafter referred to; and

WHEREAS, the Consultant is willing to perform these services;

NOW THEREFORE THE PARTIES hereby agree as follows:

- 1. Services**
  - (i) The Consultant shall perform the services specified in Annex A, “Terms of Reference and Scope of Services,” which is made an integral part of this Contract (“the Services”).
  - (ii) The Consultant shall provide the personnel listed in Annex B, “Consultant’s Personnel,” to perform the Services.
  - (iii) The Consultant shall submit to the Procuring Entity the reports in the form and within the time periods specified in Annex C, “Consultant’s Reporting Obligations.” (Not Applicable)
- 2. Term**

The Consultant shall perform the Services during the period commencing March, 2021 and continuing through December, 2021 or any other period as may be subsequently agreed by the parties in writing.
- 3. Payment**
  - A. Ceiling

For Services rendered pursuant to Annex A, the Procuring Entity shall pay the Consultant an amount not to exceed \_\_\_\_\_ *[insert amount]*. This amount has been established based on the understanding that it includes all of the Consultant's

costs and profits as well as any tax obligation that may be imposed on the Consultant.

**B. Schedule of Payments**

The schedule of payments is specified below:<sup>1</sup>

\_\_\_\_\_ *[insert amount and currency]* upon the Procuring Entity's receipt of a copy of this Contract signed by the Consultant and work plan and budget (30%)

\_\_\_\_\_ *[insert amount and currency]* upon the Procuring Entity's receipt of key deliverables, acceptable to the Procuring Entity by June, 2021 (30%)

\_\_\_\_\_ *[insert amount and currency]* upon the Procuring Entity's receipt of key deliverables, acceptable to the Procuring Entity by October, 2021 (30%)

\_\_\_\_\_ *[insert amount and currency]* upon the Procuring Entity's receipt of key deliverables, acceptable to the Procuring Entity by December, 2021 (10%)

\_\_\_\_\_ *[insert amount and currency]* Total

**C. Payment Conditions**

Payment shall be made in \_\_\_\_\_ *[specify currency]*, no later than 30 days following submission by the Consultant of invoices in duplicate to the Coordinator designated in paragraph 4.

**4. Project Administration**

**Coordinator.**

A. The Procuring Entity designates Ms. Carla James as Procuring Entity's Coordinator; the Coordinator will be responsible for the coordination of activities under this Contract, for acceptance and approval of the reports and of other deliverables by the Procuring Entity and for receiving and approving invoices for the payment.

**B. Reports.**

The reports listed in Annex C, "Consultant's Reporting Obligations," shall be submitted in the course of the assignment, and will constitute the basis for the payments to be made under paragraph 3. (Not Applicable)

<sup>1</sup> Modify, in order to reflect the output required, as described in Annex C.

- 5. Retention** The Employer shall retain from each payment a portion of the funds in the sum of 10 % of the contract sum pending completion of the assignment and on acceptance of the final report (if required).
- Any delay on the part of the Consultant in completing the assignment/service within the stipulated period will render him liable to pay liquidated damages as follows:
- (a) A rate of 0.03 % per week of the bid price
  - (b) A maximum of 10 % of contract price
- Thereafter, the procuring Entity has the right to cancel the contract and demand all form of damages; (Not Applicable)
- 6. Liquidated Damages** (Not Applicable)
- 7. Mobilization Advance** The Employer shall make advance payment to the Consultant in the amount of 25 % on the signing of the contract on the provision of a bond. Mobilisation advance to be repaid as specified in the contract; (Not Applicable)
- 8. Performance Bond** The Performance bond shall be 10 % of the Bid Sum; (Not Applicable)
- 9. Defects Liability** The Employer will hold the consultant liable for his/her design for a period of no less than [to be determined]. The form of compensation to be determined also; (Not Applicable)
- 10. Penalties** A Penalty for slow performance or non-performance will be imposed in the rate prescribed for liquidated damages. Slow or non-performance will be assessed against the project's approved work Programme and will commence from the first quarter of the project life.
- After 10 % of the contract sum is deducted for penalties, the procuring entity has the right to cancel the contract and demand all form of damages; (Not Applicable)
- 11. Performance Standards** The Consultant undertakes to perform the Services with the highest standards of professional and ethical competence and integrity. The Consultant shall promptly replace any employees assigned under this Contract that the Procuring Entity considers unsatisfactory;
- 12. Confidentiality** The Consultants shall not, during the term of this Contract and within two years after its expiration, disclose any proprietary or confidential information relating to the Services, this Contract or the Procuring Entity's business or operations without the prior written consent of the Procuring Entity;
- 13. Ownership of Material** Any studies reports or other material, graphic, software or otherwise, prepared by the Consultant for the Procuring Entity under the Contract

shall belong to and remain the property of the Procuring Entity. The Consultant may retain a copy of such documents and software.<sup>2</sup>

**14. Consultant Not to be Engaged in Certain Activities**

The Consultant agrees that, during the term of this Contract and after its termination, the Consultant and any entity affiliated with the Consultant, shall be disqualified from providing goods, works or services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.

**15. Insurance**

The Consultant will be responsible for taking out any appropriate insurance coverage.

**16. Assignment**

The Consultant shall not assign this Contract or sub-contract any portion of it without the Procuring Entity's prior written consent.

**17. Law Governing Contract and Language**

The Contract shall be governed by the laws of Guyana and the language of the Contract shall be English.

**18. Dispute Resolution**

Any dispute arising out of or in connection with the Contract shall be settled in

**Option A**

Arbitration in accordance with the Arbitration Rules (by three or one Arbitrator, specify full name of arbitration rules, arbitration institution, if applicable, and location of arbitration); (Not Applicable)

**or**

**Option B**

in a Court of general jurisdiction in accordance with the laws of Guyana.

**FOR THE PROCURING ENTITY**

**FOR THE CONSULTANT**

Signed by \_\_\_\_\_

Signed by \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

<sup>2</sup> Restrictions about the future use of these documents and software, if any, shall be specified at the end of paragraph 7.