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## REQUEST FOR PROPOSALS (RFP)

### **WISA 2018 Biennial Conference and Exhibition: Media and Promotion Consultant**

The Water Institute of Southern Africa (WISA) is pleased to invite your organisation to submit proposals for Media and Promotion Consultant services in respect of the above Conference. The following information is provided to assist you with the preparation of detailed proposal options for consideration.

#### **TIME FRAME FOR RFP PROCESS**

Closing date/time for electronic submissions: Close of Business, Friday 07 July 2017

#### **SUBMISSION OF RFP**

Electronic submissions can be sent to: [procurement@wisa2018.org.za](mailto:procurement@wisa2018.org.za)

#### **ENQUIRIES**

Requests for further information or clarification of requirements may be directed to:

Jaco Seaman: [events@wisa.org.za](mailto:events@wisa.org.za)

**AND**

Carolyn Melnick: [caro@soafrica.com](mailto:caro@soafrica.com)

Please note that WISA reserves the right to advise, at our discretion, all parties issued with the invitation, of further information/clarification of requirements resulting from any query.

## **INTRODUCTION AND BACKGROUND**

WISA 2018 Biennial Conference & Exhibition.

## **ORGANISATIONAL BACKGROUND AND GUIDELINES**

We seek the services of an extremely professional, highly competent, well-managed, flexible and creative Media and Promotion Consultant to assist us in ensuring a profitable and highly successful conference.

The WISA Conference is held every 2<sup>nd</sup> year. The conference usually attracts between 1500 and 1800 delegates with a trade exhibition. The majority of these delegates are locally based with some international participants. It is envisaged that the conference will attract a wide spectrum of people from various specialities and allied disciplines to attend. The conference programme usually consists of about 6 – 8 parallel sessions with workshops and symposia. This is complemented by a social programme.

## **CONDITIONS OF APPOINTMENT**

The service provider should demonstrate their ability through providing the following:

- **Ability:** Demonstrate their ability to provide the required services as detailed in the 'Brief', outlined below.
- **Financial Viability:** Demonstrate their financial credibility and provide a Tax Clearance Certificate and a letter of **Financial Good Standing from their Bank.**
- **B-BBEE:** Demonstrate their BEE status by inclusion of a current, valid BEE certificate.
- **Proven Track Record:** Demonstrate their experience providing information on projects/campaigns they have managed. Please also indicate if you have arranged any conferences for WISA before.
- **References:** Submit at least five referees who will be contacted by representatives of the OC. Details required are name, contact information, project/campaign with which they were/are associated, and position in relation to the organising of that event. Additional letters of reference may also be attached.
- **Staffing:** Give an overview of their infrastructure including staffing, experience and accreditation.
- **Fees and Cost Structure:** Service providers are required to clearly set down fees to be charged for services and provide sufficient detail as to allow the distinction between:
  - **Commission and percentage based fees (Sponsorships, advertisers etc.)**
  - **Fixed price fees**
  - **Hourly rates**
  - **Secondary income fees declaration (e.g. fees generated from references to specific participating hotels and places of accommodation, side events and post tour events, and suppliers).**

## **Brief for the appointment of a Media and Promotion Consultant**

Below is a breakdown of media and promotion requirements for the WISA 2018 Biennial Conference and Exhibition. Note that the following areas listed are by no means exhaustive, but merely indicate areas of particular concern. Please include additional areas that you deem important.

### **1. Pre-conference build-up**

Create an awareness of the conference to boost delegate participation, encourage sponsorship and position the conference within the industry both locally and internationally:

- Compile a comprehensive media and promotion plan and timeline to include compiling and distributing at least 5 press releases to industry media during the lead up to the conference.
- Copywriting of newsletter content to be distributed to potential delegates (as per the detailed timeline). WISA will set up the mailer once the content is approved and distribute the mailer to potential delegates.
- Compile a comprehensive social media strategy and the ongoing management thereof during the lead-up to the conference (including recommending the platforms where our energies should be focussed) – see detailed brief below.
- Do research on both local and international scientific journals, national trade, water and news media, invite them as a courtesy to the event and manage RSVP's.
- Negotiate with Department of Water Affairs and the WRC to assist us with marketing and advertising for the conference via their platforms.
- Draft press releases of key areas of interest during the lead up to the conference and distribute these to both local and international journals / media for pre-conference editorial coverage. This will be done in conjunction with the Organising Committee / Technical (Programme) Committee.
- Research online event listings, journals, other societies or websites that the target audience may visit – request that they list the event and supply them with an event banner / event details. (Event website banner to be provided by Scatterlings).
- Manage a blog on the conference website – [www.wisa2018.org](http://www.wisa2018.org)

### **2. Social media:**

- Drafting of a social media strategy to get the word out. Work with Scatterlings to design an effective strategy for Facebook, Twitter, Instagram and other social media platforms you may recommend and to implement it.
- Ensure that social media exposure promised to sponsors is actioned.
- Manage responses to posts on social media platforms on a daily basis (24 hour turnaround maximum). Responses to negative posts are to be discussed with Scatterlings and WISA and a reply agreed upon prior to responding.
- Include quotes from the Organising Committee members, WISA or speakers in posts.
- Ensure the social media posts are displayed on the conference website.
- To target the right audience, and use the right platforms. You are to work with WISA to craft relevant messaging for each of our target audiences, and maintain and manage our social media presence wherever that audience may be, whatever time zone they are in.

### **3. Media Releases, Newsletters and Newsflashes**

- Design and write newsletters and news flashes which would be sent to potential delegates as well as those who have registered;
- Writing of frequent media releases with 3 monthly media releases scheduled for the last three months leading up to the conference (one media release per month). Scatterlings will approve the content prior to distribution.
- Set up no less than 4 Radio interviews with the Organising Committee spokesperson in the last month leading up to and during the conference, as well as scheduled TV interviews with the Organising Committee spokesperson
- Negotiation of media partnerships offering complimentary advertising / editorial or highly discounted advertising / editorial exposure prior to the conference in exchange for agreed ROI offered by the conference.
- Suggest other media avenues we can explore, including possible barter arrangements for advertising.

### **4. Media coverage onsite at the conference**

- Ensure media presence at / coverage of the conference on site (events and key presentations to be agreed with the Organising Committee)
- Run a press conference at the conference – including management of RSVPs, briefing of the Organising Committee spokesperson, compiling of press kits, compiling of list of questions.
- Arranging of press interviews on site – including interviews with speakers, key stakeholders and the Organising Committee representative. All to be approved by the Organising Committee and Scatterlings.
- Manage the registration of the media representatives at the conference in conjunction with Scatterlings.
- Create and manage on site social media interaction, including selfie stations, delegates posting on Instagram / Twitter, and any other ideas that you may have with regards to social media interaction.
- Create short video clips of various exhibitors (inviting people to visit their stand / explaining what is happening on their stand) / programme highlights to be posted on Instagram, You Tube and Facebook each day, including the conference branding. Request that the exhibiting companies place their video on their website / blogs / social media platforms as well.

### **5. Post Conference Report**

- Compile a comprehensive report after the conference to include statistics of:
  - Pre-conference advertising exposure
  - Mailers distributed prior to the conference
  - Social media statistics

- Media partnerships reports, including:
  - Exposure gained
  - ROI offered
  
- On-site media activities – comprehensive report of:
  - Media who attended
  - Press releases generated on site
  - Interviews
  - TV coverage
  - Actual editorial coverage in printed media and electronic media
  
- On site social media strategy – feedback