



REQUEST FOR PROPOSALS

MEDIA & PR CAMPAIGN PLAN:

Media & PR Campaign Plan: "A Decade of Excellence – BIHC at 10"

PROPOSAL NO.: BIHC/B/MAP/2025/001

Type of Contract: Media Agency Consultant
Deadline : 21st February 2025

CONTENTS

TERMS OF REFERENCE (TOR)	3
1.0 Introduction.....	3
2.0 Objective.....	3
3.0 Scope of Work	3
4.0 Minimum Deliverables for the Project	5
5.0 Expertise Required	5
6.0 Duration.....	5
7.0 Payment.....	6
8.0 Reporting Requirements.....	6
9.0 MANDATORY REQUIREMENTS	6
SUBMISSION FORMS	Error! Bookmark not defined.
FORM 1A: SUBMISSION FORM.....	Error! Bookmark not defined.
FORM 1B: FINANCIAL SUBMISSION FORM	Error! Bookmark not defined.

TERMS OF REFERENCE (TOR)

1.0 Introduction

BIHC stands as a premier Pan-African hub for Hospitality and Culinary Arts training, research, and consultancy. Birthed in Kenya, we exist as part of a conglomerate of self-sustaining social business enterprises aiming to empower, transform and impact communities through innovative and impactful investment initiatives.

Operating as conscientious global citizens, we specifically focus on promoting inclusive and equitable quality education, fostering lifelong learning opportunities, and spearheading research-led initiatives that contribute to the development of robust ventures in the hospitality business sector.

In the last 9 years, we have built a brand that has sought to disrupt the industry by:

- Shaping the perception of hospitality as a career path and foundation for diverse pathways
- Setting the standard for training methodology and curricula for practical training in the spheres of culinary art and hospitality management founded on Swiss ethos
- Fostering access opportunities for career opportunities across 5 continents and diverse industries beyond hospitality, a rare feat for any tertiary education institution in Kenya
- Influencing thought leadership around skills development, training and consultancy for hospitality led ventures

As we turn a decade this May 8, BIHC intends to engage a 360-degree media consultant with a proven record of accomplishment in managing events, media buying, campaign management and high impact awareness delivery.

2.0 Objective

The consultant will be contracted to deliver extensive media coverage, organizing a high-impact media and liaising with media platforms (radio, tv, print, digital and other), influencers and audiences to enhance the visibility of this milestone.

3.0 Scope of Work

The consultant will be responsible for the following tasks:

Media & PR Campaign Plan: "A Decade of Excellence – BIHC at 10"

Duration: February 2025 to May 2025

Objective: To create awareness, celebrate milestones, and engage stakeholders in the 10th-anniversary celebrations.

Phase 1: Preparation and Strategy Development (March 2025)

Key Activities:

- **Media Strategy Development**
 - a. Develop a comprehensive media and PR plan targeting print, TV, radio, and digital platforms.
 - b. Set KPIs, including reach, engagement, and media value.

- **Content Creation**
 - a. Create a detailed content calendar outlining all posts, stories, and engagement activities.
 - b. Develop anniversary branding: refined logo, tagline, and visual identity. Including new collateral with identity marks that pay respect to the milestone.
- **Media Relations**
 - a. Foster relevant relationships with top-tier media houses (e.g., Citizen TV, Business Daily).
 - b. Prepare media kits including press releases, thought pieces and infographics.
- **Social Media**
 - a. Develop Teasers and countdown posts highlighting "10 years of excellence."
 - b. Engage audiences with trivia, polls, and user-generated content prompts in collaboration with our digital media team

Phase 2: Awareness Building (March 2025)

Key Activities:

- **Promotional Content Rollout**
 - a. Release 15 short videos featuring notable alumni, faculty, and industry collaborators fit for key platforms including Reels, TikToks, X and Shorts
 - b. Publish four opinion pieces in major newspapers like *Daily Nation* or digital platforms relevant to the cause
- **Influencer Collaboration**
 - a. Collaborate with two influencers known for their focus on education and hospitality to amplify reach.
 - b. Support the campaign to attract sponsorships or brand collaborations within and outside the college's stakeholder portfolio.

Phase 3: Engagement and Celebration (March/April 2025)

Key Activities:

- **Interactive Digital Campaigns**
 - a. Host live Q&A sessions with faculty and alumni
 - b. Run a "Decade of Memories" social media challenge encouraging users to share their Boma experiences
- **Strategic Interviews**
 - a. Secure interviews for the Principal, Board, Management and notable alumni with outlets like radio and podcasts that align with current audiences
- **Anniversary Merchandise**
 - a. Develop and launch branded merchandise that is eco-friendly bags for stakeholders for pre-Gala event and event use
 - b. Support the campaign to attract sponsorships or brand collaborations within and outside the college's stakeholder portfolio.

Phase 4: Culmination and Legacy Building (May 2025)

Key Activities:

- **Grand Gala Event**
 - a. Support our Events team to host a 10th Anniversary Gala Cocktail featuring performances, awards, and keynote speeches. This includes and is not limited to managing invites, guest lists and vendor management,
 - b. Provide media coverage for the event to engage a broader audience.
- **Post-Celebration Media Engagement**
 - a. Publish a final press release summarizing the decade's achievements.
 - b. Distribute a **digital photo book** capturing the highlights of the celebrations.
- **Reporting and Metrics Analysis**
 - a. Prepare a comprehensive media report detailing coverage, reach, and impact.
 - b. Share insights and testimonials from stakeholders.

4.0 Minimum Deliverables for the Project

- **Creation of Visual Materials and refined marketing collateral**
- **Social Media Strategy Implementation:** Develop and execute a comprehensive social media strategy for the convention.
- **Engagement Report:** Provide a social media engagement report detailing reach and interactions.
- **Comprehensive Reporting:** Develop a final press release, media coverage report, documentary, and a digital photobook.
- Ensure consistent media monitoring and reporting during and after the campaign period
- **Press Invites and Media Packs:** Develop and distribute comprehensive press kits including invitations and press releases.
- **Published Stories:** Secure publication of at least 4 high value stories across various media platforms (TV, digital, and print).
- **Launch Video and Report:** Produce 1 final launch video and a media coverage
- **Securing Media Interviews:** Ensure at least 4 strategic interviews with key media outlets (e.g., KTN, Business Daily, TV47, Citizen TV, and Spice FM).
- **Production of Short Videos:** Create 15 videos featuring key speakers in a series form that sum our journey since 2015.
- **Publishing a minimum of 3 OPEDs in Newspapers:** Draft and publish opinion pieces in Daily Nation, Business Daily and The Star newspapers.

5.0 Expertise Required

The consultant must demonstrate:

1. A proven record of accomplishment in managing comprehensive media campaigns of such nature
2. Experience in media buying and media relations.
3. Expertise in social media management.
4. Strong organizational skills to coordinate the media launch and on-site media activities.

6.0 Duration

The contract will commence upon signing of contract and will cover activities leading up to, during, and following the campaign. Specific timelines for deliverables will be agreed upon

during contract negotiations.

7.0 Payment

Payment terms will be based on the successful completion of agreed-upon milestones. Invoices will be paid within 45 days of submission and approval by the BIHC.

8.0 Reporting Requirements

The consultant is required to submit progress reports. An inception report is expected one week after signing of the contract, mid-term report is expected to be at the start of April Final report is expected to be submitted three weeks after the cocktail event.

9.0 Submission of Proposal

BIHC requests interested media agency consultant to submit a detailed proposal including curriculum vitae and testimonials to tenders@bihc.ac.ke ('A decade of Excellence – BIHC at 10") not later than Thursday 27th February, 2025 at 11:00am.

The bidders MUST provide a technical and financial proposal in two separate envelopes clearly marked "Technical Proposal" and "Financial Proposal" and sealed in one plain envelope clearly marked "Proposal No. BIHC/B/MAP/2025/001 "Media & PR Campaign Plan: "A Decade of Excellence – BIHC at 10"

The Proposal should be submitted in hard copies as addressed below and bids deposited into the tender Box situated at the KRCS Headquarters in South C, (Bellevue), Red Cross Road, off Popo Road.

**The Chair Tender Committee
Boma International Hospitality College
P.O Box 26601-00100
Nairobi.**

All bidders or their representatives are invited to attend the tender opening on Thursday 27th February, 2025 at 12:00 noon at the Boma International Hospitality College. (Online)

10.0 Clarification of Proposal document

Any request for clarification must be sent via the e-mail indicated below. BIHC will respond in similar nature and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants/service company/vendors, shall be addressed at least **three (3) working days** before the deadline for submission of proposals, in writing to the emails provided tenders@bihc.ac.ke

11.0 Cost structure and non-Escalation

The bidder shall, in their offer (Financial Proposal), detail the proposal costs as per the template provided. No price escalation under this contract shall be allowed. BIHC shall not compensate any bidder for costs incurred in the preparation and submission of this RFP, and in any subsequent pre-contract process.

12.0 Proposal Responsiveness

The responsiveness of the proposals to the requirements of this RFP will be determined. A

responsive proposal is deemed to contain all documents or information specifically called for in this RFP document. A bid determined not responsive will be rejected by the Organization and may not subsequently be made responsive by the Bidder by correction of the non-conforming item(s).

13.0 Currency for pricing the proposal

All bids in response to this RFP should be expressed in [Kenya Shillings \(KES\)](#). Expressions in other currencies shall not be permitted.

14.0 Correction of Errors

Bids determined to be substantially responsive will be checked by BIHC for any arithmetical errors. Errors will be corrected by BIHC below:

- a) where there is a discrepancy between the amounts in figures and in words, the amount in words will govern, and
- b) Where there is a discrepancy between the unit rate and the line total resulting from multiplying the unit rate by the quantity, the unit rate as quoted will govern.

The price amount stated in the Bid will be adjusted by BIHC in accordance with the above procedure for the correction of errors.

15.0 Evaluation and Proposal comparison

Technical proposals will be evaluated and oral presentation conducted prior to the evaluation of the financial bids. Financial bids of firms whose technical proposals are found to be the mandatory requirement in whatever respect may be returned unopened.

16.0 Confidentiality

The Bidder shall treat the existence and contents of this RFP, and all information made available in relation to this RFP, as confidential and shall only use the same for the purpose for which it was provided.

The Bidder shall not publish or disclose the same or any particulars thereof to any third party without the written permission of BIHC, unless it is to Bidder's Contractors for assistance in preparation of this Tender. In any case, the same confidentiality must be entered into between Bidder and his Contractors.

17.0 Corrupt or Fraudulent Practices

BIHC requires that tenderers observe the highest standard of ethics during the procurement process and execution of contracts. A tenderer shall sign a declaration that he has not and will not be involved in corrupt or fraudulent practices.

BIHC will reject a proposal for award if it determines that the tenderer recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

Further a tenderer who is found to have indulged in corrupt or fraudulent practices risks being debarred from participating.

Please report any malpractices to info@bihc.ac.ke

18.0 Proposal Evaluation Criteria

A four-stage evaluation procedure will be used to evaluate all proposals from bidders. The total number of points which each bidder may obtain for its proposal is:

- Mandatory Requirements
- Technical Proposal 50 marks
- Oral presentation 20 marks
- Financial Proposal 30 marks

19.0 Mandatory Requirements

The proposal shall be evaluated on the basis of its adherence to the following compulsory requirements, this applies to both local and international firms and individuals

Document/ Requirements
Company, Institution or organizational Profile
Valid Tax compliance certificate and PIN certificate
Certificate of incorporation/registration (for firms) – indicate if one is a sole proprietor (Individual bidder)
Company’s CR12 for all registered companies
<ul style="list-style-type: none"> • Profiles of Lead Persons • CVs of the key personnel to be involved in the paralegal trainings detailing their experience in the relevant assignment
Current Letters of Commendation from at least 2 organizations/institutions relevant to this assignment. Include a table listing the Company name, Client’s Contact Person – email and telephone number authorizing us to contact them for reference
Case studies and proof of previous work done. At least 3 recommendations required
Proceed to next stage (Yes / No)

NB: Non-submission of any of the above MANDATORY requirements will automatically result in disqualification

20.0 Technical Proposal Evaluation

The technical proposal shall be evaluated on the basis of its responsiveness to the TOR. Specifically, the following criteria shall apply:

Survey Criteria	Bidders score	Remarks
(1) Introduction: <ul style="list-style-type: none"> • Description of the Firm and the Firm’s Qualifications 	5	
(2) Background : Understanding of the project, context and requirements for services	10	
(3) Proposal Plan: The proposed methodology MUST provide an indication of its effectiveness and added value in the proposed assignment.	10	
(4) Firms Experience in undertaking assignments of similar nature and experience from related geographical area for other major clients <ul style="list-style-type: none"> • Provide a summary and supporting information on overall years of experience, and related technical and geographic coverage experience 	10	

(5) Proposed Team Composition: <ul style="list-style-type: none"> • Tabulate the team composition to include the general qualifications, suitability for the specific task to be assigned and overall years of relevant experience to the proposed assignment. • The proposed team composition should balance effectively with the necessary skills and competencies required to undertake the proposed assignment. 	10	
(6) Work Plan: A Detailed logical, work plan for the assignment MUST be provided.	5	
Total Score out of 60	50	

Total scores of the technical bid analysis shall be considered to a denominator of 60. All firms who score 50% and above will go to the orals stage. Thereafter, the competitive bidders will proceed to the to the financial survey stage.

21.0 Oral Presentation

Criteria	Bidder's Score	Remarks
Understanding of the assignment	5	
Clear methodology that captures practical aspect of the assignment	10	
Presentation of two samples of work from previous assignments relevant to this project	5	
Total Score out of 30	20	

22.0 Financial Proposal Evaluation

The Financial Proposal shall be included in the proposal presented. The maximum number of points for the Financial Proposal shall be **30% (30 points)**. This maximum number of points will be allocated to the lowest Financial Proposal. All other Financial Proposals will receive points in inverse proportion according to the below formula:

Points for the Financial Proposal being evaluated =

$$\frac{(\text{Maximum number of points for the financial proposal}) \times (\text{Lowest price})}{\text{Price of proposal being evaluated}}$$

A total score obtained including Technical, Oral and Financial Proposals is calculated for each proposal. The bid obtaining the overall highest score is the winning bid.

ADDITIONAL NOTES

Any request for clarification must be sent via the e-mail indicated below. BIHC will respond in similar nature and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants/service company/vendors.

