



**Kenya Bureau of
Standards**
Standards for quality life

Approved
B.T. 2018/9/18

ADDENDUM NO 1 FOR TENDER NO: KEBS/T012/2018-2020:

OUR REF: KEBS/T012/2018-2020

17th September 2018

**TO: ALL INTERESTED BIDDERS – ADDENDUM NO.1
CLARIFICATIONS AND RESPONSES TO QUESTIONS**

*Reference is made to the above tender for **PROVISION OF COMMUNICATIONS
SUPPORT SERVICES** which we would like to make the following clarifications:*

a) QUESTION 1

Within the mandatories highlighted, a valid certification for the Agency with PRSK is mentioned.

PRSK on the other hand only registers individuals and not firms.

ANSWER

The PRSK membership is for the individuals in the firm and not the firm.

b) The evaluation criteria on Page 13-14 of 43 has been clarified as indicated below;

A	EVALUATION CRITERIA FOR KEBS COMMUNICATIONS/ MEDIA AGENCY	WEIGHT
1	Relevant Experience for Assignment	40
a	Current membership to Public Relations Society of Kenya	6
b	At least 10 successful communication/media campaigns in the media in the last five years. Provide names and address of client, contact persons for each assignment, samples and designs of assignments previously done Each relevant assignment scores one point.	10
c	Technical capacity resources availability for the two-year contract. The agency to show proof of latest Technology in place: Hardware, Software, Information banks and tools to execute and manage the contract – Example of software and hardware that will be used by company (In support of the development and implementation of	10

	communication strategy -with both PR & digital, media monitoring, creative, media relations and advocacy – print, digital and editorial content, stakeholder engagement, production capability- audio, visual, digital and policy)	
d	Number of years in experience in 360 Communication Over 5 years' experience - 7 Below 5 years' experience - 0 (PR support, marketing support, digital platforms support, advertising support, design & creativity support).	7
e	Other related 360 communications support you have provided in the past five years preferably to a Ministry, Department or Government agency. Provide the name of the Ministry, Department or Government Agency, contact person and dates for each assignment. Each relevant assignment scores 1 point	7
2	Methodology and Approach	30
a	Understanding of the ToRs	
	<ul style="list-style-type: none"> Conformity to the ToRs 	5
	<ul style="list-style-type: none"> Consultant's initiatives in comments on the ToRs (these are additional ideas, suggestions or point of views that the agency is proposing to be incorporated in KEBS communication and advertising efforts, they should be captivating and relevant) 	5
b	Appropriateness of Methodology and Work Plan	
	<ul style="list-style-type: none"> Completeness of description of Methodology 	5
	Demonstrated workable communication solutions The agency should demonstrate their ability to achieve tight deadlines and flexibility in meeting KEBS' needs. (provide real examples of cases and situations with previous clients where the agency worked on tight timelines and the results) Each relevant assignment scores one point.	5
c	Project schedule, manning, allocation of proposed staff	10
3	Human Resource Capacity	30
a	Team leader PR & Digital: Demonstrable excellence in communication with experience exceeding 10 years, University degree, Diploma in PR, Journalism, Communication and a current Member of Public Relations Society Experience in PR for government, departments or government agencies (attach detailed CV).	10

	<p>10 years and over experience – 1 point</p> <p>Below 10 years' experience – 0 point</p> <p>Relevant first degree and above - 1 point</p> <p>Below first degree – 0 point</p> <p>Member of PRSK – 1 point</p> <p>Not member of PRSK – 0 point</p> <p>Experience in PR for government, departments or government agencies – 1 point</p> <p>No experience government, departments or government agencies – 0 point</p> <p>Duration with the firm (more than 2 years) – 1 point</p> <p>Duration with the firm (less than 2 years) – 0 point</p> <ul style="list-style-type: none"> • Team leader Advertising: Demonstrable excellence in communication with experience exceeding 10 years, University degree, Diploma in PR, Journalism, Communication. Duration with the firm Experience in PR for government, departments or government agencies (attach CV and advertising portfolio) 10 years and over experience – 1 point Below 10 years' experience – 0 point Relevant first degree, diploma and above - 1 point Below first degree – 0 point Member of PRSK – 1 point Not member of PRSK – 0 point Experience in PR for government, departments or government agencies – 1 point No experience government, departments or government agencies – 0 point Duration with the firm (more than 2 years) – 1 point Duration with the firm (less than 2 years) – 0 point 	
b	<ul style="list-style-type: none"> • Other Key staff: University degree, Diploma in PR, Journalism, Member of Public Relations Society of Kenya Relevant Degree and above (10 marks) Relevant Diploma (5 marks) • Minimum 5 years' experience (positions held, duration with the firm/s and experience working with Government 	15

	entities)(5 marks)	
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c	Confirmation that the team will be available throughout the duration of the assignment. (Provide evidence by attaching list of staff and their role).	5
TOTAL MARKS		100

ALL OTHER CONDITIONS REMAIN THE SAME.

**THE MANAGING DIRECTOR,
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