SEforALL - Supporting Bidding Document – Questions from Vendors

UEF Communications Support Firm

16 | 01 | 2023

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**Q: Are we responsible for developing only the UEF communications campaign or will this include developing a communications plan for SEforALL? We are assuming that the key messages are drawn from the overall SEforALL campaign. Please advise.**

The Agency would be responsible for developing a UEF Comms campaign, which will be aligned with the SEforALL comms plan and messaging. The Communications Director and her team will work closely with the Agency to ensure brand and message alignment.

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**Q: For social media, while we are responsible for the content development - are we also required to facilitate moderation and responses to the queries that will arise from the public?**

Responses will be managed by the UEF Communications Specialist, who is expected to be onboarded in February.

**Q: Media Relations - will SEforALL be organising press conferences and guided media tours for media, or does this fall under our responsibility?**

Ideally, this would fall under the Agency’s remit – supported by the UEF Communications Specialist.

**Q: Does the reference to media coverage mean that we have to call in the media, or will this be limited to only securing the media coverage to write articles / air material that we send to them?**

The Agency will be responsible for dissemination of press releases to media, ensuring media are present at press events and ensure that in each market articles/stories, etc are published in strategically relevant media.

**Q: Please send us the list of the communities / regions / towns to be covered per country, this will help with proper researching planning, budgeting while working on the proposal.**

As discussed in the pre-bid call, only limited information on communities can be provided (table attached below). For budgeting, please clearly share your assumptions and use a well-informed average cost for each country.

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| Madagascar |
|  | Communities |
|  | Belamoty |
|  | Marovato |
| Mangindrano |
| Marotandrano |
| Anjozoromadosy |
| Andohajango |
| Ambovonomby |
| Ambohitoaka |
| Ambodisaina |
| Sierra Leone |
|  | Baama Konta |
| Dublin Banana Island |
| Joru |
| Mamboma |
| Mokanji |
| Mondema |
| Sembehun |
| Wilima |

**Q: Please confirm the duration of the long video.**

Ideally 5-8 minutes with a preference for the lower end of this range.