



## REQUEST FOR PROPOSAL

### COMMUNICATION & MARKETING AGENCY FOR GUINEA-BISSAU'S PARTICIPATION IN EXPO2023 DOHA-QATAR

#### BACKGROUND:

Guinea-Bissau is a small country located on the west coast of Africa known for its rich ethnic diversity, natural beauty, and unique history. Guinea-Bissau is honoured to participate in Expo2023 DOHA-QATAR, a global platform that brings together nations from across the globe to share ideas, showcase innovation, and foster collaboration. The theme of EXPO 2023 Doha is "Green Desert, Better Environment," which entails modern agriculture based on technology and innovation, supported by enhanced environmental awareness, in order to attain sustainability. The goal is to encourage, inspire and inform people about innovative solutions for the reduction of desertification.

There are four subthemes:

- Modern Agriculture
- Technology & Innovation
- Environmental Awareness
- Sustainability

Guinea-Bissau's participation will be guided by Sustainability, our chosen sub-theme, under the concept of Community-Based Urban Planning.

We are committed to leveraging this opportunity to showcase our potential, attract investments, establish partnerships, and learn from global best practices.

#### OBJECTIVES:

To effectively communicate Guinea-Bissau's participation in Expo2023 DOHA-QATAR and related activities to relevant stakeholders, businesses, and community representatives both globally and locally. To coordinate all communication activities to ensure the effective strategy implementation throughout the event preparation and execution.

#### COMMUNICATION STRATEGY OVERVIEW

The selected agency will follow a media strategy as details:

1. Strengthen Guinea-Bissau's brand reputation and maximise domestic and international visibility by clearly articulating Guinea-Bissau's importance in the subregion, as a competitive business and investment destination of choice, a reliable trade partner and exciting tourist destination.
2. High quality showcase of the best of Guinea-Bissau through art & culture, agriculture & fisheries, biodiversity & tourism, transformation & local commerce and trade & investment opportunities.
3. Full coverage of Guinea-Bissau's participation in Expo 2023, which drives high impact international coverage, fosters partnerships and creates a platform for engagement.

Keeping in mind the above strategy, the selected agency will clearly outline a communication plan that effectively transmits the following core values:

1. Stakeholder Engagement





Create an adapted communication plan for each relevant stakeholders, with clear use of communication as a tool for better accountability and seamless coordination of efforts to garner support and identify potential investment projects.

2. Media Engagement

Disseminate information and engage with a global audience through both traditional and/or digital channels to ensure maximum visibility.

3. Transparency & Accessibility

- Ensure relevant, consistent and high-quality information is accessible and relevant to all stakeholders, across various platforms.

**SCOPE OF WORK:**

The selected agency will provide high-quality communication and marketing services to Guinea-Bissau to support its participation in Expo2023 DOHA-QATAR. Specific tasks will include:

1. Develop and implement a detailed communication plan that addresses all key stakeholders globally and locally based on the strategic communication strategy provided by the Task Force.
2. Develop and implement media engagement plan, including high quality content production (videos and photos) that disseminate information about Guinea-Bissau's participation and related activities.
3. Develop clear and relevant brand guidelines.
4. Develop a responsive website dedicated to Guinea-Bissau's participation in Expo2023 (Domain name: expo.investinguinea-bissau.com (sub-domain))
5. Ensure accuracy, accessibility and transparency of information to relevant stakeholders by regularly updating information and ensuring consistent content across all platforms.
6. Work closely with the Taskforce by providing timely updates on pending actions, supplying relevant information as requested and keeping a collaborative approach.
7. Establish monitoring and evaluation metrics, in collaboration with the Taskforce and support all post-event reporting activities.

**KEY DELIVERABLES:**

The selected agency will be expected to deliver the following:

1. A detailed communication plan and execution (incl. broadcast media, social media, email marketing, website, influencer management etc.)
2. Stakeholder and Media Engagement Plan & execution
3. Design, content creation and management of Expo GB website – landing page no later than 02 October 2023
4. Photography & Videography – overview of all relevant assets\* (feature stories, teaser videos, Pavilion & Events cover, PR, etc.) – you may use the HERO/HUB/HYGIENE methodology or any other relevant one.
5. Regular progress update reports and strategic meetings with the Taskforce
6. Final report(s) and presentation(s) for all legacy initiatives and post-event reporting, including communication plan implementation.





\*expected to be produced by the selected agency. Note: at least one of your team members is expected to be present in Doha for partial duration of Expo 2023, to record relevant on-the-ground footage.

#### WEBSITE SPECIFICATIONS:

- Responsive across all devices
- Main Sections:
  - o Expo Participation: (About, GB Pavilion, Competitions, Activities...)
  - o Investing in Guinea-Bissau (About GB, National Projects Portfolio, Local companies, ...)
  - o Blog/Media Gallery
- Social Media Integration & Customer Service
- Languages: Portuguese, English, Arabic, French (preferably non-automated)
- Security, accessibility, and reliable hosting
- Robustness, SEO optimization & analytics

#### DURATION OF THE CONTRACT:

The contract will be from October 2023 to June 2024, on a monthly payment basis.

#### SUBMISSION OF PROPOSALS:

The deadline for submissions of technical and financial proposals is **19/09/2023** to the email address: [expo.taskforcegb@gmail.com](mailto:expo.taskforcegb@gmail.com)

#### SELECTION CRITERIA:

The proposal will be assessed based on:

1. Expertise and experience in developing and executing communication strategies, specifically in international events.
2. The quality and creativity of the proposed methodology, approach, and deliverables.
3. Cost.

#### CONFIDENTIALITY:

All submitted proposals and accompanying documentation shall remain confidential and only be accessed by authorized individuals involved in the evaluation process.

#### NOTE:

- Only shortlisted candidates will be contacted for further interviews and demonstrations of their capacity to deliver.
- The selected agency will be notified within a reasonable period after the evaluation process concludes.
- While the selected agency may be international and based outside of Guinea-Bissau, it must have some local operation, clients or partner agency, and a good understanding of local language and culture.
- The Taskforce reserves the right to reject any or all proposals received without assigning any reasons whatsoever.

