

Annexure N2: Shortlisting Questionnaire

Very Important: If you have formed an association (Joint Venture, Partnership or Consortium) for this tender you must complete a questionnaire for each of the association partners as well as the additional Association Questionnaire (Annexure B)

General Information

1	Legal name							9	VAT number		
2	Trading name							10	Date on which company was registered		
3	Registration no.							11	Annual value of current billings (if you are not permitted to disclose this information please provide a range e.g. R1m – R3m. DO NOT leave this blank.)		
4	Postal address							12	Contact person		
5	Physical address							13	Designation		
6	Web address							14	Mobile number		
7	Telephone (B)							15	E-Mail address		
8	B-BBEE level (attach certificate)	1	2	3	4	5	6	>6	Not rated		
9	Percentage black ownership										

Company Profile

16	Provide a brief overview of your company (Years in existence, services, key strengths/competencies, achievements, clients, etc) (attach company profile)

17	Provide information on the agency's top current clients (you must provide contact details for a contact person at each client who can verify the work done)		
Client Name	Duration of relationship	Service provided	Nature of relationship (retainer OR project based)
i.			
ii.			
iii.			
iv.			
v.			
vi.			
vii.			
viii.			
ix.			
x.			
I / we confirm that the clients listed above are all current clients in terms of the definition above			YES
			NO



SHORTLISTING QUESTIONNAIRE

Public Relations
MWP1007CX

18		Multiple campaigns per client	One or two campaigns per client	Local/provincial campaigns	National campaigns
	Indicate the number and type of accounts you currently have (Include the names of the campaigns and client(s))				

Resource Strength

20	Indicate the number of full-time and part-time employees in your staff compliment.	Full-Time:	Part-Time:
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PR services

21	Indicate the strength of the company's offering across the following services by marking an X in the appropriate box	Service	Number of people	Core strength	Outsourced	Number of years' experience
		a) Account management				
		b) PR strategy				
		c) Media relations				
		d) Writing				
		e) Benchmarking/research				
	f) Digital content management					

	g) Issues/crisis management				
	h) Speech writing				
	i) Activations and events management				
	j) Social media content/campaigns				
	k) Video Production				

22	How many National campaigns has the agency run concurrently at a single point in time?	Number of campaigns	Names and dates of the campaigns and provide a short description of each (you must include the clients contact details for us to verify the information)



SHORTLISTING QUESTIONNAIRE

Public Relations
MWP1007CX

		Name	Number of years' experience (Attach CV's of each resource)	Strategy and crisis/issues management experience
23	Name of account director who will be assigned to the Eskom account			
	Name of strategist who will be assigned to the Eskom account			
	Name of events and activations specialist			
		Campaign	Reach (national, provincial, etc)	Approximate budget
24	What is the most successful campaign that the agency has rolled out?			

Events

26	Provide information on the agencies <u>school</u> activations held in the last 36 months			
	Client	Description of the school activation (attach evidence of each activation)	Date of the event	
	i.			
	ii.			
	iii.			
	iv.			
	v.			
I / we confirm that the clients and events described above are a true and correct reflection.			YES	NO

28	Provide information on the agencies large community (Township, rural, peri-urban) events (100+ guests) held in the last 36 months		
Client	Description of the event (attach evidence of each event)	Date of the event	
vi.			
vii.			
viii.			
ix.			
x.			
I / we confirm that the clients and events described above are a true and correct reflection.		YES	NO

		No	Yes	No. of events in the last 36 months	Date of most recent event; Please provide details/evidence of the last event	
29	Types of events hosted	Executive functions				
		Community events				
		Media briefings				
		School activations				
		Golf days				
		Corporate events with 100 or more guests				
		Community Events with 100 or more guests				

Suppliers

30	
<ul style="list-style-type: none">• The agency should have healthy, established relationships with suppliers of core services (catering, technical staging, décor, collateral, etc.)• The agency should be in good financial standing with their suppliers. <p>With reference to the points above please provide us with references from five of your suppliers.</p>	

31	
<ul style="list-style-type: none">• The agency should have experience in sourcing local suppliers for community based events, please provide/attach evidence of your efforts in this regard.	

Awards

		Name of Award	Year received
25	Provide information on awards (or industry recognition) the company received in the past 36 months		

I hereby declare that all the information provided in this shortlisting questionnaire is correct at the time of submission.	Company:	Name & Designation:	Signature:
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