



**LESOTHO TOURISM DEVELOPMENT CORPORATION**

**REQUEST FOR PROPOSALS**

***EVENT MANAGEMENT FOR  
LESOTHO DAY, 2008***

**July 2008**

## **INVITATION**

The Lesotho Tourism Development Corporation (LTDC) is issuing this Request for Proposals (RFP) for a partnership between South African registered, qualified Event Management Company and a Lesotho based counterpart to develop, plan, co-ordinate, and organize an approved event for Lesotho Day 2008.

### **1. BACKGROUND**

The Lesotho Day mainly aims to highlight the importance of tourism to the social, cultural, and economic upliftment of Lesotho. Lesotho Day is celebrated annually in Gauteng as a platform to promote tourism investment and tourism/travel to Lesotho, among a focused group of Basotho expatriates, individuals and companies that have a link to the country, as well as to the South African travel trade and media. It is the aim of the LTDC also to utilize the event for identifying and establishing a core group of Lesotho tourism brand ambassadors, as well as a tool to gather information on travel preferences and trends for specific tourism segments in South Africa. The secondary aim of the event is to showcase business opportunities that are available in Lesotho to South African investors.

It is to this end that the Lesotho Tourism Development Corporation (LTDC), as the national tourism destination management organization for Lesotho, seeks proposals from partnerships between South African and Lesotho based event management companies to co-ordinate and to manage an event for the Lesotho Day on the 4<sup>th</sup> of October 2008.

### **2. GENERAL SCOPE OF SERVICES**

#### **2.1 Responsibilities of Event Manager**

The successful bidder shall be expected to, among other things:

- Manage and co-ordinate all event planning and implementation and post event evaluation.
- Outline and execute an event management plan for the Lesotho Day.
- Establish a program of viable events with potential for annual staging.
- Liaise with LTDC for seamless integration of such events into planning and marketing processes of the Corporation.
- Develop and distribute PR and related material including but not exclusive to press releases, and media kits.

- Design, print, and distribute promotional and advertising material; including but not exclusive to newspaper adverts, and electronic mailings
- Design, print, and distribute branded event merchandise.
- Design, print, and manage invitations and RSVPs for the event.
- Design user-friendly event management systems with sound fraud-proof control features.
- Prepare and present a Consolidated Management and financial Report on the Event to LTDC Executive for approval.
- To do all of the above within a prominent theme of Lesotho, Sesotho, and Basotho.

## **2.2 Term of Agreement**

The envisioned term for event management contract is two (2) months

## **3. THE PROPOSAL**

Generally, proposals should thoroughly address and clearly highlight bidders' standing on the following critical areas for evaluation:

- Excellent public relations
- Sound knowledge and experience of event management
- Creative development and execution of events
- Excellent organizational skills
- Proven networking ability
- Good communication and people skills
- Good market reputation

Specifically the proposal should incorporate the following:

### **3.1 Statement of Qualification**

This part should highlight in full detail the bidder's competence and experience in planning, organizing and staging events of this nature.

### **3.2 Event Management Plan**

This section should highlight:

- Proposed event or series of events
- Specific strategies and measures to be employed for each event; planning, co-ordination, implementation, and monitoring
- A break-down of proposed offering of services / products

### **3.3 Project Team**

This part should outline the Project Team including profiles and CVs of the critical skilled personnel in the key disciplines required for successful execution of the proposed event plan.

### **3.4 Attachments**

Bidders may submit as attachments to the proposal, any materials and information which are advantageous to their proposals.

### **3.5 Identification of the Bidder**

The proposal should explicitly and clearly depict identification of the bidder. In particular, the following details should be provided:

3.5.1 Name of the bidder

3.5.2 Both physical and postal addresses of the bidder

3.5.3 Names and contact details of two contact persons (primary contact and alternate contact) – particularly the following details should be provided:

- Name
- Title
- Telephone No.
- Mobile phone No.
- Email address

## **4. SELECTION PROCESS**

A panel will be constituted which will conduct the process of selecting the winning bid.

The panel will evaluate the bids received, based mainly on the selection criteria outlined in paragraph 6 below.

In the process of evaluation, the Corporation may acquire and utilize, to the extent deemed necessary, information obtained from the following sources:

- The bidder or representatives thereof, the proposal and other written submissions by the bidder.
- Background investigation of the bidder to verify information furnished and secure additional information the Corporation may deem necessary or desirable.

## 5. PROPOSAL EVALUATION CRITERIA

The table below outlines major appraisal criteria and the respective weight attributed to each criterion.

<b>Events Plan</b>	<b>35%</b>	Viability and feasibility of the Proposed Event Management Plan.
<b>Business Qualification and Experience</b>	<b>30%</b>	The bidder's successful experience in event planning and management
<b>Creativity</b>	<b>20%</b>	Innovation and creativity in the type and the execution of events proposed
<b>Theme</b>	<b>15%</b>	Adequate portrayal of the themed approach

## 6. SUBMISSION AND CONTACT DETAILS

Proposals should be submitted in sealed envelopes, bearing the names of the bidder and return address, and clearly marked **“PROPOSAL: EVENT MANAGEMENT LESOTHO DAY, 2007”**

### 6.1 SUBMISSION ADDRESS

Proposals can be deposited in the **Tender Box**, situated at the reception:  
Lesotho Tourism Development Corporation, Corner Linare and Parliament Road,  
Maseru

Alternatively, proposals may be mailed or e-mailed to:

**The Chief Executive**  
**Lesotho Tourism Development Corporation**  
**P.O. Box 1378. Maseru 100**  
**Lesotho.**  
[rosinah@ltdc.org.ls](mailto:rosinah@ltdc.org.ls)

### 6.2 Technical Contact

Any questions and requests for clarification should be directed to:  
**The Public Relations Officer**

Tel: +266 22 312238

Email: [tsiu@ltdc.org.ls](mailto:tsiu@ltdc.org.ls)

### 6.3 Closing Date

Closing date for submission of proposals is: **14<sup>th</sup> August, 2008**

## 7 DISCLAIMER

The Corporation reserves the right to reject any or all proposals, to waive minor formalities and technicalities in any proposal, to solicit new proposals or to accept any proposal deemed most advantageous.

## 8. VALIDITY OF BIDS

The proposals shall be deemed to be valid for **90 days** from the closing date for submissions.

## 9. LANGUAGE

Proposals shall be written in English, and English shall be the medium of discourse during negotiations.

## 10. CONFIDENTIALITY

Information relating to the evaluation of proposals and recommendations concerning awards shall not be disclosed to the bidders or to other persons not officially concerned with the selection process, until the winning bidder has been notified that they have been awarded the contract.