

# **PRE PROPOSAL MEETING MINUTES/CLARIFICATIONS**

## **RFP-RQ-2376**

**RFP:** Event Management, Communications and Marketing Firms for the Climaventures Roadshow

**Date:** 10 December 2025

**Time:** 3:00 PM

**Venue:** NRSP Head Office, IRM Complex, Chak Shahzad, Islamabad.

### **Participants from NRSP:**

1. M. Rameez Rashid
2. Rizwan Basir
3. Abid Qayyum

These minutes consolidate all queries raised by interested firms, both during the pre-bid meeting and through subsequent email correspondence. For clarity and ease of reference, responses have been structured in an FAQ format.

### **1. Eligibility Criteria**

Firms inquired about the minimum eligibility requirements.

- Participants were referred to Section III, Page 12 – “Eligibility of Organizations.”
- Minimum eligibility: Firms have provided event management and marketing services for at least two projects in the last five years, supported by documented evidence such as completion certificates.
- NRSP emphasized the importance of reference checks, if reference providers do not timely acknowledge the reference check, it will not be considered.
- Apart from minimum eligibility requirement, desired qualifications and experience are also outlined in the same section.

### **2. Active GST Registration & Sales Tax Applicability**

A question was raised regarding the requirement of GST registration, noting that the scope does not include sale/purchase of products.

- NRSP clarified that sales tax applies to services as well, and therefore active GST registration is required.

### **3. Proposal Structure: One Proposal or Two?**

Firms asked whether event management and marketing proposals should be submitted separately.

- A single integrated proposal is required, covering both event management and communications/marketing.
- Guidance on proposal format is provided in Section IV: Technical Proposal (Page 18).
- NRSP emphasized that marketing and event management for the roadshow are complementary, making an integrated approach preferable.

### **4. Definition of “Roadshow”**

Clarification was sought on the exact meaning of the term “roadshow.”

- NRSP explained that the term is not used in a literal sense; the team will not be traveling continuously on the road.
- Instead, “roadshow” refers to a coordinated launch, and outreach campaign for the Climaventures programme across Pakistan.
- Specific events will take place at pre-identified institutional venues, where the programme will be formally introduced to relevant stakeholders.

### **5. Responsibility for Venue Booking & Costing**

Firms asked who is responsible for venue booking.

- It is the firm’s responsibility to get the cost estimates. The selected firm will book the venue.
- NRSP is in communication with host institutions and has already shared an introduction and reference for Climaventures.
- The tentative number of participants per venue, as mentioned in the RFP is 150.

### **6. Event Agenda & Refreshment Requirements**

Details were requested about the event duration and refreshment expectations.

- Tentatively, events will be full-day sessions (10:00 AM – 5:00 PM).
- Refreshments may be planned around a high-tea style menu.

## **7. Key Personnel Profile Requirements**

Firms asked about required expertise of proposed team members.

- The firm must propose an experienced team capable of end-to-end event management, along with a competent marketing, communications, and outreach team.
- Detailed requirements are in Section III, Eligibility and Evaluation Criteria, Page 17.

## **8. Evaluation Presentation**

Clarification was requested regarding the presentation mentioned in the evaluation criteria.

- The presentation is not part of the technical proposal submission.
- It will be evaluated separately, as per the criteria in Section III, Page 16.
- Firms will be invited to present after submitting their technical and financial proposals, with prior notice.

## **9. Applying for Selected Cities Only**

A question was raised on whether firms may apply to conduct the roadshow in selected cities only.

- The answer is No.
- A firm applying is expected to deliver all services in all specified cities, including complete execution of every roadshow event.

## **10. Demonstrating Firm Experience for Event Management and Marketing/Communications: Joint or Separate?**

Firms asked whether event management and marketing experience should be presented separately.

- The format is at the firm's discretion, but it is recommended to present experience for both areas clearly and separately to support smooth evaluation.
- Integrated experience across event management and marketing/communications should be specifically highlighted.

## **11. Responsibility for Arranging the Master of Ceremony (MC)**

A question was raised regarding who is responsible for arranging the Master of the Ceremony for the events.

- Master of Ceremony will be NRSP's responsibility, not the firm's.

## **12. Lead Time for Developing Posts, Reels, and Stories per Roadshow**

Firms asked about the expected lead time for producing digital content (posts, reels, stories) for the roadshow.

- Content development will be an ongoing process, beginning as soon as the firm is onboarded and continuing until the contract ends.
- Communications activities will follow three phases: *pre-roadshow, during-roadshow, and post-roadshow*.

## **13. Responsibility for Social Media Accounts/Pages**

A question was raised regarding whether NRSP already has social media accounts on the required platforms or if the vendor would be responsible for creating them.

- Climaventures already has its own social media accounts, and vendors will not be responsible for creating new accounts.
- The vendor's role will be limited to developing and managing content for these existing platforms as outlined in the RFP.

## **14. Clarification on Target Audience, Cities, Media Mix, and KPIs for Communications Rollout**

Firms requested specifics on the target audience, cities to be covered, paid vs. organic media expectations, and how NRSP will compare proposals that differ in platform focus or reach.

- Communications rollout will include both organic and paid media across the outreach platforms listed in the Terms of Reference, with particular emphasis on Instagram and LinkedIn, which are core channels for Climaventures outreach.
- Firms are expected to incorporate the ad budget provided in the Financial Proposal Template and propose an optimal paid–organic mix aligned with their strategic approach.
- The target audience and cities primarily correspond to the Climaventures Roadshow locations outlined in the RFP, but communications efforts may also target additional cities or regions with relevant audiences, specifically those engaged in climate change, entrepreneurship, and the startup ecosystem. Firms should tailor their communication plans accordingly.

- NRSP will evaluate proposals based on the strength, clarity, and coherence of the communication strategy, the effective use of the assigned ad budget, and the firm's ability to reach and engage relevant audiences across multiple cities.
- KPIs will focus on the overall effectiveness and collective reach of the communications plan across all platforms, rather than a strict platform-by-platform comparison.