Hiring a Creative Agency for Convocation 2024

Eligibility Criteria

Interested agencies must meet the following eligibility criteria to be considered for the tender:

1. Experience:

- The agency must have a minimum of 5 years of experience in providing design, branding, and event management services, particularly for large-scale events.

- Proven experience in handling academic or corporate events of similar scale is required.

2. Portfolio:

- The agency should provide a portfolio showcasing at least 3 similar projects, including event theme development, design work, and on-ground activation strategies.

3. Creative and Technical Capabilities:

- Demonstrated ability to deliver high-quality designs across multiple formats (print, digital, video).

- Proven expertise in web design and development, particularly in event-based websites.

4. Client References:

- Provide at least 2 client references from previous events, preferably from educational institutions or large corporate clients.

6. Team Composition:

- The agency should have a dedicated team for this project, including creative designers, and event managers. The profiles of key team members must be provided.

7. Compliance with Legal Requirements:

- The agency must be registered and compliant with (FBR/SRB)

8. Proposal Submission with Costing:

- Agencies must submit a detailed proposal outlining their approach, timelines, and a cost breakdown for each aspect of the project.