

British Council

Invitation to tender

Education UK Exhibition 2015

The British Council invites prospective Advertising and Media agencies to submit their **expressions of interest and pre-qualification documentation towards the provision of Marketing and Communication services for our 2015/16 Education UK Exhibitions** which will hold in major cities in Nigeria.

Shortlisted eligible agencies that submit all the appropriate documentation will be requested to develop the Marketing and Communications campaign which is expected to cut across all media to ultimately generate awareness leading to the participation of over 3000 quality participants at each exhibition.

Scope of Work:

Shortlisted agencies will be expected to demonstrate, through their tenders, how they intend to achieve the following minimum standards;

The standards include but not limited to;

- Creation of a campaign that is creative and impactful, thinking beyond usual means of advertising to ensure reach, visibility and subsequent attendance.
- The campaign must put into consideration the peculiarities of the different regions of the country to maximize reach and visibility.
- The campaign must showcase the key messages of the Education UK brand.

Note that a media brief with further information will be sent to agencies that prequalify.

Pre-Qualification:

Interested Advertising and Media agencies are to submit the following documents along with their expression of interest:

- (i) Certificate of Registration/Incorporation verifiable from Corporate Affairs Commission (CAC) and particulars of directors.
- (ii) Company's Current Tax Clearance Certificate issued by the appropriate authority
- (iii) Company's Taxpayer/Tax Identification Number (TIN)

- (iv) Details of bank account on banks official letter headed paper, to certify the authenticity of the account since all payments due on the contract, if awarded, will be made through direct bank transfer.
- (v) Corporate profile with list of past & present clients.
- (vi) Formal letter of reference from at least two from the client list in 'V' above.
- (vii) All documents and written communications must be in English.

Submission Deadline

All interested agencies should submit their expressions of interest and prequalification documents via email to educ.enquiries@ng.britishcouncil.org or submit to **the British Council office at 20 Thompson Avenue, Ikoyi, Lagos on or before 2:00pm on Wednesday, 11th March, 2015**. Any enquiry received after the date and time specified will not be considered.

CONTACT

For further enquiries, please email
educ.enquiries@ng.britishcouncil.org
www.britishcouncil.org.ng