

MINUTES OF PRE-BID MEETING
LRPS-2021-9164482

Long Term Arrangement (LTA) for provision of Media Placement and Buying Agency

Date/Time : Tuesday, 21 January 2021 @ 10.00 AM Jakarta Local Time

Pre-bid meeting was attended by potential bidders from local agencies, programme colleagues and UNICEF Supply Unit. The purpose of the pre-bid meeting is to explain the details of the solicitation documents to interested bidders including the ToR and the administrative requirement.

Question and answer during the meeting session summarized as per below:

No	Questions	Answers
1	What will be the estimated budget for this project?	No budget estimation can be confirmed at this stage, this will be based on each project. UNICEF programmes are very diverse so one project will not have the same budget with others.
2	Does that mean that we need to submit proposal that's valid for the period of 3 years?	Yes, that's right. However, when preparing your proposal, you can anticipate the price increment each year by stating it in your financial proposal. No request for increment can be facilitated after the LTA being issued unless it has been a part of your financial proposal.
3	On the Evaluation criteria, it was stated that we need to submit the last 3 years financial statement (audited preferably), do we need to send the whole report or can we just send the summary from the auditors?	You can submit the summarized financial reports as long as we can see the numbers that highlights the financial strengths and weaknesses of your company. Essentially, we would like to see the financial health of your company to ensure that you will have no financial issues should you are awarded contract with UNICEF.
4	Can you please elaborate more the statement on the TOR regarding Identifying best format and identifying the best methodology? What is the difference?	Please let us know the best media placement strategy for UNICEF works, as per your expertise as media buyers. To be able to identify the best methodology for us, you must first do your research of our works in Indonesia and our target audience. Visit our website and social media platforms.
5	You have put number and quantity for every placement in the Price Proposal Form, do we need to follow that quantity or shall we make our own calculation based on our strategy?	Please follow the quantity on the Price Proposal Form – this is so we can have an apple to apple comparison when reviewing the financial proposals. You can add different financial form as per your proposed strategy (if the template one doesn't match your proposed strategy)

6	Who is the target audience for this project?	<p>UNICEF target audiences are mothers, women, children, youth, parents, teachers, CSOs, government, key opinion leaders.</p> <p>Please visit our website to learn about our works: https://www.unicef.org/indonesia/what-we-do</p>
7	Can we make change to the price proposal form?	<p>We advise you to stick on the form, should you have any alternative price for the project you would like us to consider please quote in separate form as options.</p>