

ANNEX C
EVALUATION METHOD AND EVALUATION CRITERIA
Long Term Arrangement for
Event Management and Hotel Program Service Provider for UNICEF Globally
RFPS-NYH-2019-503049

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1. PROPOSAL EVALUATION PROCESS AND METHOD

- 1.1 UNICEF will set up an evaluation/selection team. Following the submission of the proposals by proposers, an evaluation will be conducted to assess the merits of each proposal.
- 1.2 Each response will first be evaluated by UNICEF with the technical evaluation criteria as outlined in this RFP and according to the relative weighting that UNICEF ascribes to each criterion.
- 1.3 For the proposal to be considered as initially technically compliant, the proposers must fulfil the **following minimum requirements; if the following are not met, the proposal will not be considered further:**
- A minimum of ten (10) years of experience in event planning and hotel accommodations.
 - Proven international experience successfully handling events and meetings between 50 to 500 attendees.
 - Availability of online portal to request, change and manage all events.
 - Demonstrated ability to handle multiple events in worldwide regions during the same time.
 - Able to provide dedicated on-site support as needed.
 - Able to provide proof of Certificate of Incorporation or any other equivalent proof of incorporation from recognized government entity confirming that the business has become a legal entity.

NOTE: Proposer is requested to provide a one-page summary in the beginning of their proposal that will demonstrate their qualifications in meeting the above requirements as well as the page reference from the technical proposal that will support the confirmation.

- 1.4 For the proposal to be considered further for technical review call, the proposer must achieve a minimum score of 63 points out of a possible 90 points, as illustrated in Table 1. Proposals not meeting the minimum score will be considered technically non-compliant and will not be given further consideration.
- 1.5 Those that pass the technical proposal evaluation, will be requested to do a technical review call through skype to be asked detailed questions for clarification of their proposal.
- 1.6 Proposers that meet the minimum passing score for technical review call would then considered further for price/cost evaluation. The price/cost of each of the technically compliant proposal will be considered using the same methodology. The proposers should ensure that all pricing information is provided in accordance with the format requested in the RFPS under Annex D – Price Proposal Format.
- 1.7 Finally, the overall score for each of the proposals is calculated based on a ratio of 70% - 30% between the technical and financial proposal.

2. EVALUATION CRITERIA

2.1 The technical proposal will be evaluated for technical compliance based on the table below.

TABLE 1 – Technical Evaluation Criteria

CATEGORY	MAX. POINTS	MIN. PASS POINTS
<p>MANDATORY REQUIREMENTS (PASS/FAIL)</p> <ul style="list-style-type: none"> - A minimum of ten (10) years of experience in event planning and hotel accommodations. - Proven international experience successfully handling events and meetings between 50 to 500 attendees. - Availability of online portal to request, change and manage all events. - Demonstrated ability to handle multiple events in worldwide regions during the same time. - Able to provide dedicated on-site support as needed. - Able to provide proof of Certificate of Incorporation or any other equivalent proof of incorporation from recognized government entity confirming that the business has become a legal entity. 	PASS/ FAIL	
<p>TECHNICAL EVALUATION COMPONENTS: TO BE ASSESSED BASED ON THE FOLLOWING CRITERIA</p> <p>1. APPROACH</p> <ul style="list-style-type: none"> - Understanding of, and responsiveness to UNICEF's requirements/ completeness of response. - Overall concord between RFP requirements and proposal – how proposed design/delivery will meet objectives. - In-depth knowledge of current trends and use of best practice strategies in event management. - Knowledge of UNICEF's worldwide footprint and understanding of the organization's humanitarian cause. 	15	
<p>2. DELIVERY</p>	30	

<ul style="list-style-type: none"> - Superior customer service and demonstrated ownership of each event with follow-up from start to finish including availability of service during normal working days between 9 AM – 5 PM (local time zone). - Proven international experience successfully handling meetings between 50 to 500 attendees. - Must have detailed online dashboard for UNICEF management to have a global overview and solid metrics of all events (present and past) and ability to provide the management and financial reports as required - Identify, recommend and provide the venue; including arrangement of equipment & services as applicable through a third-party vendor for each event. - Ensure all venue locations selected are centrally located, easily accessible from local airports and premises that are safe and secure for UNICEF/UN staff members. - Arrange for onsite meeting with local venue management upon arrival of designated UNICEF meeting focal point. - Attention to detail and ability to introduce new efficiencies. Provide ongoing support to UNICEF management needs. - Demonstrated ability to handle multiple events in worldwide regions during the same time. - Quality assurance and risk mitigation put in place including Key Performance Indicators. - Present an overview of entire event management process from start to finish and follow-up. - Include a post-event survey for all participants to better analyze their feedback and help improve future meetings. 		
<p>3. CREDENTIALS</p> <ul style="list-style-type: none"> - Event Planning Certification from accredited institutions and having sufficient number of resources both internal human resources as well as third party vendors to perform the services required. - A minimum of ten (10) years of experience in event planning and hotel accommodations. Please provide the client list with similar scope of services and please provide minimum of 5 contact details (i.e. name of client, contact person, email information) from the clients lists. - Proven international experience and ability to deliver services internationally as well as having good networks of hotels/ event venues globally. Please provide a list of hotels/event venues where there are already an agreement or discounted arrangement specifically in the cities mentioned in Table 1 of the TOR. - Experience handling events for United Nations organizations/divisions or similar organizations. - Expertise in data management to develop and maintain online dashboards for UNICEF management to have clear visibility on event operations and spend. - Ability to deliver services in English. - Capable delivering services in additional languages and/or UNICEF duty station languages as requested. - Documented Implementation plan with full details and timelines - Financial stability. Please provide the last 2 years of Financial Statement (Income Statement and Balance Sheet), preferably the audited ones. 	<p>45</p>	

TOTAL TECHNICAL PROPOSAL EVALUATION *Proposer has to meet this minimum passing point for Technical Proposal Evaluation to be considered further for Technical Review Call	90	63*
TOTAL TECHNICAL REVIEW CALL / MEETING Shortlisted proposers will be asked to participate in a short technical review call or in person meeting to a panel. The structure of this presentation should highlight the three main components specified in the Technical Evaluation. **Proposer has to meet this minimum passing point for Technical Review Call to be considered further for Financial Evaluation.	10	7**
TOTAL TECHNICAL SCORE	100	70

3. TECHNICAL SCORE

3.1 The minimum score required for technical compliance is 70 (seventy) points. The Maximum technical score possible is 100 points.

4. PROPOSED METHOD OF COMMERCIAL (FINANCIAL) EVALUATION

4.1 FINANCIAL EVALUATION CRITERIA

The total amount of points allocated for the financial component is 100. The maximum number of points will be allotted to the lowest priced proposal that is opened and compared among those invited firms/institutions which obtain the threshold points in the evaluation of the technical component. All other price proposals will receive points in inverse proportion to the lowest price; e.g.:

Financial Score (%) for Proposal "A" = {Maximum Score Financial Proposal (i.e. 30 points out of 100) x Lowest Priced Proposal} / Proposal "A's price

A sample is shown below in Table 2 with fictitious consultant names & scores for technical and financial proposals. This is for illustration purpose only.

TABLE 2 - Sample Evaluation Matrix

PROPOSAL TYPE	TECHNICAL		FINANCIAL		Total Combined Score	
WEIGHT (%)	70%		30%			
OFFEROR'S NAME	Total Technical Score out of 100 points	%	Price	%	Total Financial Score out of 100 points	≥100%
Consultant A	82	57.40%	156,000.00	16.92%	56	74.32%
Consultant B	84	58.80%	121,000.00	21.82%	73	80.62%
Consultant C	91	63.70%	88,000.00	30.00%	100	93.70%

4.2 The price/cost of each of the technically compliant proposals shall be considered only upon evaluation of the above technical criteria. The proposers should ensure that all pricing information is provided in accordance with the instructions provided in this RFP.