



*Yemen*

**RFP-YEM-SCER-01-2014- Development of Seven Minutes music video/ Audio Production focused on the Biometric Voter Registration period  
A pre-proposal conference Meeting Minutes**

Three companies, Media Makers, Concept and Pixelsense, attended the pre-proposal conference for the development of a Seven Minute Music Video/Audio Production focused on the Biometric Voter Registration Period.

Several questions, both technical and administrative questions were asked during the pre-conference, and both the communications specialist and the procurement specialist from the Support to the Elections during the Transitional Period project (SETP) as well as the General Manager for Outreach and the Judge in charge of Outreach and Media at the Supreme Commission for Election and Referendum (SCER), were on hand to supply detailed answers.

The following technical questions were posed:

- Duration of the music video? **7 minutes, with approximately, one minute to two minutes allotted for artist public service announcements in support of the biometric voter registration project.**
- High-Definition (HD) or Full HD? **The video should be shot in Full HD**
- Are there certain artists that should be worked with? How many artists should be used? **Artists should be representative of the complete Yemeni sound, i.e. as in geographically and artistic differences of the nation as a whole. The amount of artists used should be based on the proposals submitted by the respective companies. Artists proposed should be the artists used for the filming. If artists that are proposed that do not have the ability to perform in the music video, then a list of supplementary artists must be provided with the proposal.**
- Locations for shooting of the music video? **The music video must incorporate elements of the nation as a whole, and should not take on a feeling of being to Northern or Southern in its aesthetic.**
- How many live shows must be conducted? **As mentioned in the TOR deliverable No. 4, the contractor shall deliver five live regional productions of the musical/video clip to function as distribution points for educational materials for the registration period. The regional productions will be based on the clip, however, feature live productions of the music.**
- Must the original artists from the music video be used in the regional shows? **The artists from the music videos do not have to be used if additional costs will be applied to the cost of production. However, where possible the company must detail what band or stand-in team they will use for the live showings, and if any of the artists from the original music video will be used.**



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- Where must the regional shows take place? **As a starting point, the SCER and the SETP team have demarcated the following locations for the live shows: Sana'a, Aden, Hadhramout, Taiz, and Hodiedah.**
- What is the format for the live shows? **The companies should provide a format for the shows, a press coverage plan and any examples of printed materials that may be used at the shows. Branding of the concept for the must also be developed. No specific logo for the music video must be created as the SCER will provide the branding with its logo.**
- Must the live shows be filmed? **The live shows must be photographed (still photography). However, companies should attempt to coordinate with local TV channels on live coverage.**
- Should the script for the songwriter be submitted with the technical proposal? **Yes, the script, or rather song writing must be included in order to properly evaluate the companies submitting proposals accurately.**

The following administrative clarifications were made, and the following questions were posed:

- **Please note that you have to submit two separate envelopes: technical and financial.**
- **The evaluation team shall review and evaluate the technical proposals on the basis of their responsiveness to the Terms of Reference and other documentation provided, applying the evaluation criteria, sub-criteria, and point system specified in the RFP documents. Each responsive Proposal will be given a technical score.**
- **In the second stage, only the financial proposals of those proposers who achieve the minimum technical score will be opened for evaluation for comparison and review. The Financial Proposal Envelopes corresponding to Proposals that did not meet the minimum passing technical score shall be returned to the Proposer unopened.**
- **In the proposed bid-opening meeting that should take place April 22, 2014 1:00 PM only technical offers will be opened.**