



اعتماد الموردین المحليین فی قطر  
LOCALIZING THE SUPPLY CHAIN IN QATAR



## QATAR SHELL LOCAL CONTENT SME BUSINESS OPPORTUNITY FOR PR SERVICES



### OPPORTUNITY

In order to contract a high-quality PR firm that meets our expectations and standards to support Qatar Shell's External Relations department, Qatar Shell is looking for a Public relations firm to support Qatar Shell in maximizing on PR and media outreach to promote the business and CSR programmes to the various stakeholder groups and to assist in communication strategies and planning.

### SCOPE OF WORK

The scope includes the following and not limited to:

- **CONSULTANCY**  
Account management and planning, Communication Strategy and planning, Proactive identification of PR opportunities.
- **EDITORIAL**  
Content development in English and Arabic, Editorial Services (e.g. editorial content for Magazine, Qatar Shell business projects, press material development & distribution)
- **MEDIA RELATIONS**  
Media planning support, on-site support for media management at events, media monitoring, analysis and reporting – facilitate TV, radio and newspaper coverage, reputation management (e.g. high profile interviews with senior executives and spokespeople), Social Media content support.





## REQUIREMENTS

- To be proactive in identifying PR opportunities that enhance Qatar Shell's reputation
- To provide and maintain the highest standards of editorial services that, as a minimum, have been checked for completeness and are free from spelling, punctuation and grammatical errors (In both Arabic and English)
- Build lexicon of regular approved terminology (both technical and PR) and adapt Shell style of writing
- Respond to ad hoc and urgent requests (availability after working hours and during weekends)
- To provide timely response to urgent requests
- Confidentiality through all stages of work
- To manage the media at events and manage publication of press releases (including monitoring for publication and media training for interviews and media engagements) in both Arabic and English
- To provide external perspectives and stakeholder insights to the Qatar Shell External Relations Department
- To proactively present Qatar Shell with media opportunities that can enhance the reputation of our social investment and business activities
- To provide comprehensive communication planning and strategies that includes detailed deliverables and deadlines for our social investment and business activities.
- To support in speech and MC script writing
- To provide content development for traditional and social media
- To provide a dedicated Account Manager and 2 team members or more, to provide timely services and be able to meet face to face when requested

## SOURCING

Shell seeks to acquire these services by going to the Qatari market with a competitive tender. Participants who show and confirm their interest for these services during this workshop will be invited to the prequalification exercise.

Responses to the prequalification exercise will determine the Companies that will be shortlisted for this Tender.

Tender assessment will include evaluation on capability with regards to meeting and complying with technical requirements by assessing the translation test pieces and evaluating the commercial proposal. Shell seeks to award the most technically qualified vendor with the most attractive commercial bid.

## DATES TO NOTE

*These dates are estimates and they are subject to change.*

The sourcing process is foreseen to run through the timeline outlined below:

Activity	Estimated Date	Estimated Duration	Comments
Pre-qualification (Shell Qualification System and confirmation letter of participation)	4 <sup>th</sup> week of October	1 Week	SME vendor to complete the online registration.
Issuing Invitation to Tender	1 <sup>st</sup> week of November	1 Week	Shell will send tender invitation package to the SME vendor
Tender Clarification closed by	2 <sup>nd</sup> week of November	1 Week	SME Vendor to request clarification on the content of the Shell Tender Document if required
Tender Bids Submission Deadline	3 <sup>rd</sup> week of November	@ 12:00 PM	SME vendor has to comply with the bids submission date
Bids Evaluation and clarifications have to be Completed by	5 <sup>th</sup> week of November	2 Weeks	Shell evaluates the bids from a technical and commercial perspective. SME vendor has to answer clarification requests from Shell
Contract Letter of Award	2 <sup>nd</sup> week of December	1 Week	Shell is going to issue the contract award letter to the winning bidder and request signature

## NEXT STEPS

Participants wishing to be invited to tender for these services are to confirm interest by sending an email to [amro.ahmed@shell.com](mailto:amro.ahmed@shell.com) by the first week of November 2017.

## INQUIRIES

For inquiries, please contact the  
**Dept. of Contracting & Procurement at Qatar Shell**

**Mr. Amro Ahmed**

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We look forward to doing business with you.

Contracting & Procurement Team, Qatar Shell

