

REQUEST FOR QUOTATION LOCAL PURCHASE SECTION

RFQ NUMBER : 2332501446

DATE : 04.06.2025

REQ No : 1032502804

REQ TITLE : SocialMedia

DELIVERY LOCATION

CLOSING DATE : 12.06.2025

CLOSING TIME : 10:00:00

SL NO	ITEM CODE	SERVICE ID	DESCRIPTION	QTY	UOM	BRAND/ORIGIN	WARRANTY	UNIT PRICE	TOTAL PRICE
1		ITEM-00001	WATER, ENERGY, TECHNOLOGY, AND ENVIRONMENT EXHIBITION (WETEX) # SOCIALMEDIA AGENCY SCOPE OF WORKINTRODUCTIONABOUT DEWADUBAI ELECTRICITY AND WATER AUTHORITY (DEWA) IS THE EXCLUSIVEELECTRICITY AND WATER UTILITY PROVIDER IN DUBAI. DEWA OPERATES A RANGE OF ENERGY PRODUCTION TECHNOLOGIES TO SUPPORT THE DUBAI CLEAN ENERGYSTRATEGY 2050 AND THE DUBAI NET ZERO EMISSIONS STRATEGY 2050, WHICH AIMSTO PROVIDE 100% OF THE ENERGY PRODUCTION CAPACITY FROM CLEAN ENERGYSOURCES BY 2050. SINCE ITS ESTABLISHMENT, DEWA HAS MADE CONSIDERABLEACHIEVEMENTS, AND IS RANKED AS ONE OF THE BEST UTILITIES IN THE WORLD.TODAY, DEWA PROVIDES ITS SERVICES TO MORE THAN 1.2 MILLION CUSTOMERS INDUBAI, ACCORDING TO THE HIGHEST STANDARDS OF EFFICIENCY, RELIABILITY,AND AVAILABILITY. MORE INFORMATION IS AVAILABLE	1	AU				

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			<p>ON WWW.DEW A.GOV.AEDEWA IS COMMITTED TO SUSTAINABILITY AND HAS SEVERAL INITIATIVES IN PLACETO REDUCE ITS ENVIRONMENTAL IMPACT. DEWA'S COMMITMEN T TO SUSTAINABILITYIS AN IMPORTANT PART OF THE UAE'S JOURNEY TOWARDS A MORE SUSTAINABLEFUTURE. IN 2024, DEWA IS ORGANISING MAJOR EVE NTS IN CONJUNCTION WITH THECONTINUATION OF YEAR OF SUSTAINABILITY IN THE UAE. THESE EVENTS INCLUDE:·#WETEX·#THE WORLD GREEN ECONOMY SUMMITDEWA IS SEEKING PROPOSALS FROM QUALIFIED SOCIAL MEDIA AGENCIES TO HANDLETHE SOCIAL MEDIA REQUIREMENTS FOR WETEX 2025.ABOUT WET EXUNDER THE DIRECTIVES OF HH SHEIKH MOHAMMED BIN RASHID AL MAKTOUM, VICEPRESIDENT AND PRIME MINISTER OF THE UAE AND RULER OF DUBAI, AND THEPATRONAGE OF HH SHEIKH AHMED BIN SAEED AL MAKTOUM, CHAIRMAN OF THE</p>						

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			<p>DUBAISUPREME COUNCIL OF ENERGY, DUBAI ELECTRICITY AND WATE R AUTHORITY (DEWA)WILL ORGANISE THE 27TH EDITION OF THE WATER, ENERGY, TECHNOLOGY ANDENVIRONMENT EXHIBITION (WETEX) FROM 30 SEPTEMBE R TO 2 OCTOBER 2025 ATTHE DUBAI WORLD TRADE CENTRE. WETEX, A MAJOR GLOBAL SUSTAINABILITYEVENT, IS THE LARGEST IN THE REGION ACROSS T HE ENERGY, WATER, GREENDEVELOPMENT, SUSTAINABILITY AND RELATED SECTORS, AND ONE OF THE LARGESTSPECIALISED EXHIBITIONS OF ITS KIND IN THE WORLD.THE EXHIBITION PROVIDES A PLATFORM FOR INVESTORS TO EXPLOREOPPORTUNITIES IN THE ENERGY, WATER, AND ENVIRONMENT SECTORS, A ND TOSHOWCASE INNOVATIVE TECHNOLOGIES AND SOLUTIONS IN RENEWABLE ENERGY,ENVIRONMENT, OIL & GAS, AND ENVIRONMENTAL SUSTAINABILITY.1-# DATES: 30 SEPTEMBER - 2 OCTOBER</p>						

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			20252-#VENUE: DUBAI WORLD TRADE CENTRE3-#MORE INFORMATION IS AVAILABLE ON WWW.WETEX.AEASSIGNING AN AGENCYDEWA WOULD LIKE TO ASSIGN A SOCIAL MEDIA AGENCY TO SUPPORT IN DELIVERINGTHE SOCIAL/DIGITAL MEDIA REQUIREMENTS TO ACHIEVE THE COMMUNICATIONOBJECTIVES OF THE EXHIBITION.##POSITION DEWA AS A PARTNER IN DUBAI#S JOURNEY TO BECOME ANINTERNATIONAL HUB FOR INNOVATION AND GREEN ECONOMY.##POSITION WETEX AS A HUB OF THOUGHT LEADERSHIP AND KNOWLEDGE EXCHANGE,FACILITATING DIALOGUE, COLLABORATION, AND PARTNERSHIPS AMONG INDUSTRYSTAKEHOLDERS, GOVERNMENT ENTITIES, ACADEMIA, AND THE PRIVATE SECTOR.##ENHANCE THE VISIBILITY AND AWARENESS OF WETEX AS A PREMIER PLATFORMFOR SHOWCASING CUTTING-EDGE INNOVATIONS, SOLUTIONS, AND BEST PRACTICESIN THE FIELDS						

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			<p>OF WATER, ENERGY , TECHNOLOGY, AND ENVIRONMENT ON AREGIONAL AND GLOBAL SCALE.##DRIVE PARTICIPATION AND ENGAGEMENT FROM KEY STAKEHOLDERS, INCLUDINGEXHIBITORS, SPONSORS, DELEGATES, MEDIA, GOVERNMENT REPRESENTATIVES,INDUSTRY PROFESSIONALS, AND THE PUBLIC, BY SHOWCASING THE VALUEPROPOSITION, UNIQUE FEATURES, AND IMPACTFUL OUTCOMES OF WETEX.##ELEVATE DEWA'S GLOBAL PROFILE BY PROMOTING WETEX AS AN INTERNATIONALEVENT ATTRACTING PARTICIPANTS, EXHIBITORS, AND EXPERTS FROM AROUND THEWORLD, REINFORCING DEWA'S ROLE AS A GLOBAL INFLUENCER IN THE WATER ANDENERGY SECTORS.SCOPE OF WORK FOR SOCIAL MEDIA AGENCYTHE SCOPE OF WORK EXTENDS TO ALL SOCIAL MEDIA ACTIVITIES THAT WOULD HELPWETEX ,AND ALL EVENTS/ACTIVITIES RELATING TO THE EXHIBITION GAIN MAXIMUMEXPOSURE WITHIN ALL</p>						

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			TARGET AUDIENCES AND STAKEHOLDERS AND REINFORCE EACH OF THE OBJECTIVES INCLUDING:1.#PLANNING & STRATEGIC DIRECTION.#PROVIDE AN ANNUAL STRATEGIC AND TACTICAL SOCIAL MEDIA PLAN TO SUPPORT ALL WETEX ACTIVITIES AND EVENTS INCORPORATING THE KEY MESSAGES AND THEMES OF DEWA IN LINE WITH ITS GUIDELINES, COMMUNICATIONS POLICY, AND SOCIAL MEDIA POLICIES.#BUILD, DEVELOP AND IMPLEMENT MONTHLY SOCIAL MEDIA PLANS BASED ON THE APPROVED STRATEGY. THIS INCLUDES SOCIAL MEDIA ACTIVATION, CONTENT GENERATION, ENGAGEMENT ACTIVITIES, AND REPORTS.#SOCIAL MEDIA AUDIT: CARRY OUT ONE SOCIAL MEDIA PERCEPTION AUDIT TO UNDERSTAND AND ASSESS WETEX LEVEL OF ACTIVITY ON SOCIAL MEDIA, AND BENCHMARK WITH SIMILAR EXHIBITIONS INTERNATIONALLY.#IDENTIFY NEW SOCIAL MEDIA OPPORTUNITIES						

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			<p>AND ADVISE ON HOW TO LEVERAGE ON THEM THROUGHOUT THE SOCIAL MEDIA PLAN INCLUDING NON-EVENT RELATED PROJECTS 2. #IMPLEMENTATION & MANAGEMENT. #BILINGUAL CONTENT GENERATION, REVIEW, AND TRANSLATION FOR SOCIAL MEDIA CONTENT, THIS INCLUDES BUT NOT LIMITED TO: FACEBOOK POSTS, CAPTIONS, TWEETS, INSTAGRAM PHOTOS & CAPTIONS, YOUTUBE, AND LINKEDIN, ETC. #CREATIVE DESIGN: CREATE CUSTOM ORIGINAL VISUALS FOR ALL SOCIAL MEDIA ACTIVITIES, INCLUDING CREATIVES FOR NATIONAL HOLIDAYS AND OTHER EVENTS. #VIDEO ANIMATION AND EDITING: CREATE ORIGINAL ANIMATED VIDEOS WHEN NEEDED. #CONTENT PLAN: DEVELOP AND UPDATE WEEKLY AND/OR MONTHLY CONTENT PLANS FOR ALL SOCIAL MEDIA PLATFORMS, AND POST APPROVED CONTENT AS PER THE AGREED PLANS. ## MULTIMEDIA COVERAGE: THE AGENCY WILL PROVIDE</p>						

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			<p>IDE COMPREHENSIVE PHOTOAND VIDEO COVERAGE ACROSS ALL STAGES OF THE EVENT. THIS INCLUDESPRE-EVENT CONTENT SUCH AS INTERVIEWS AND PROM OTIONAL FOOTAGE,BEHIND-THE-SCENES DOCUMENTATION, AND REAL-TIME COVERAGE OF KEY MOMENTSDURING THE EVENT. SPECIFIC DELIVERABLES INCLUD E HIGH-QUALITY VISUALS OFEXHIBITORS, PANEL DISCUSSIONS, BRAND ACTIVATIONS, VISITORS INTERACTIONS,AND AMBIENT SHOTS. THE AGENCY WILL ALSO BE RESPONSIBLE FOR PRODUCINGCREATIVE VIDEO ASSETS SUCH AS ENGAGING REELS, HIGHLIGHT CLIPS, AND AFINAL WRAP-UP VIDEO TO SUPPORT ONGOING PROMOTIONAL EFFORTS ANDPOST-EVENT ENGAGEMENT.#PROVIDE LIVE SOCIAL MEDIA COVERAGE FOR THE EVENT ITSELF AND FOR ANYRELATED EV ENTS SUCH AS PRESS CONFERENCES, MALL ACTIVITIES, AND OTHEREVENTS UNDER THE UMBRELLA OF WETEX.#PROVIDE AND ADVISE ON</p>						

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			DIGITAL MEDIA B UYING WHERE NEEDED. THIS INCLUDES PROMOTION, MONITORING AND ANALYSIS OF ADVERTISEMENTS ON ALL SOCIAL MEDIA PLATFORMS. PROVIDE UP TO DA TE STATUS REPORTS ON ONLINE ADVERTISEMENTS.3. COMMUNITY MANAGEMENT.#ESTABLISH & MAINTAIN WETEX SOCIAL MEDIA MESSAGE BANK FOR INQUIRIE S.MESSAGE BANK TO BE UPDATED REGULARLY IN CONJUNCTION WITH DEWA SOCIAL MEDIA TEAM.#DAILY MONITORING OF ALL SOCIAL MEDIA PLATFORMS AN D FLAG OUT ANY INQUIRIES RECEIVED TO WETEX SOCIAL MEDIA TEAM.#RESPOND TO ANY INQUIRIES RECEIVED ON SOCIAL MEDIA PLATFORMS AS PER THE UPDATED MESSAGE BANK. LOG ALL INQUIRIES RECEIVED AND RESPONDED TO.#CRISIS MANAGEMENT: MANAGE & RESPOND TO ANY SOCIAL MEDIA CRISES/CO MPLAINTS AS PER DEWA'S AGREED CRISIS COMMUNICATION PROCEDURE.4.#LIVE						

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			<p>COVERAGEAN ON-GROUND TEAM IS REQUIRED TO BE AT THE EVENT FOR THE ENTIRE THREEDAYS TO IMPLEMENT THE FOLLOWING:-#LIVE STORIES-#ON-SPOT GRAPHIC DESIGN SERVICES FOR POSTS, STORIES, AND OTHERREQUIREMENTS-#ON-SPOT ANIMATION SERVICES FOR VIDEOS AND POSTS-#ARABIC AND ENGLISH EDITORIAL TO CREATE CONTENT FOR LIVE POSTS ANDSTORIES-#ON-GROUND PHOTO AND VIDEO (COVERAGE + EDITING).-#INTERVIEWS WITH EXHIBITORS, VISITORS, AND SPONSORS FOR SOCIAL MEDIAPLATFORMS.5.#MONITORING & REPORTING:SOCIAL MEDIA MONITORING & REPORTING THAT INCLUDES:#MONTHLY SOCIAL MEDIA REPORTS: A QUANTITATIVE & QUALITATIVE REVIEW OFWETEX SOCIAL MEDIA ACTIVITIES, THIS INCLUDES BUT NOT LIMITED TOFANS/FOLLOWERS GROWTH & DEMOGRAPHICS, INFLUENCERS REPORT, SENTIMENTANALYSIS, CONTENT ASSESSMENT, TOP</p>						

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			DISCUSSED SUBJECTS, KEY NEWS,ENGAGEMENT OVERVIEW.#SPECIAL REPORTS (AD-HOC) FOR ANY RELATED EVEN TS, PROJECTS, ANDINITIATIVES RELATED TO WETEX.#SUPPORT WETEX ON PROVIDING KEY DATA AS A MEASURE OF KEY PERFORMANCEINDICATORS (KPIS).#ONE ANNUAL END OF YEAR REPORT FOR ALL WETEX PLATFORMS TO DISPLAY ALLRESULTS, KPIS, AND ACHIEVEMENTS, COMPARE IT TO THE PREVIOUS YEA RS#REPORTS.6.#						

TOTAL AMOUNT IN WORDS:

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SPECIAL NOTES / INSTRUCTIONS:

STANDARD TERMS & CONDITIONS

- 1) Prices should be 'DDP' delivery duty paid at DEWA stores.
- 2) Quotation to be submitted only in local currency U.A.E Dirhams
- 3) DEWA Standard payment terms is '30 days credit' from the date of acceptance of material

MATERIAL AND OR SERVICE PROVIDED TO DEWA SHOULD PREFERABLY BE ENERGY EFFICIENT AND ENVIRONMENT FRIENDLY.

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4) No DEWA staff or his or her relatives up to third degree should have ownership or partnership in your company, and your participation in DEWA tenders / RFQs should not constitute a Conflict or perceived Conflict of Interest.

5) The offered product and/ or services in the Quotation, shall be conforming and in accordance with DEWA Energy Management Policy & EnMS Manual.

SUPPLIER'S REMARKS :

SUPPLIER'S SIGNATURE AND STAMP