

**Clarifications and Answers
on**

**REQUEST FOR CONSULTANTS' QUALIFICATIONS TO PROVIDE MCA-
JORDAN WITH INTEGRATED PUBLIC RELATIONS AND
COMMUNICATIONS SERVICES.**

Central Tender No. (21/2016)-MCC

Question (1):	We will be able to monitor top-tier newspapers and magazines, in addition to portals, TV (only JTV) and relevant Facebook pages. However, we cannot monitor Radio as this service is not available. Would this disqualify us?
Answer of Question (1):	Inability to monitor radio will not disqualify you, but will affect your total evaluation.
Question (2):	Our working hours are Sunday till Thursday from 9:00A.M. till 6:00P.M. You had mentioned your working days are Saturday till Thursday from 8:30 A.M. till 5:30 A.M. Would this be acceptable?
Answer of Question (2):	Upon request, the selected firm must service MCA-Jordan during Saturdays. Whilst this is not the norm, it should be accounted for to meet MCA-Jordan's requirements.
Question (3):	For Editorial content we require three working days for delivery on a normal timescale. This is not in-line with your timetable, thus would we be disqualified?
Answer of Question (3):	Task Timescales in CQS were developed to meet the interests of MCA-Jordan. Inability to meet such timelines will not disqualify you, but will reflect on your overall evaluation.
Question (4):	For translations of editorial content we can meet your timescales, however in one day we would be able to translate 2 pages and in half a working day do one page.
Answer of Question (4):	The selected firm is requested to meet Task Timescales in the CQS. Should the bidder clarify its inability to meet such timelines, MCA-Jordan will account that into the bidder's total evaluation.

<u>Question (5):</u>	We have express.ogilvy.com as a secure FTP. Would we be able to use this existing service with MCA-JO?
Answer of Question (5):	This will be left for discussion during the negotiation phase with the selected firm.
<u>Question (6):</u>	Can you please specify what would classify as an 'urgent' request?
Answer of Question (6):	In an urgent request, MCA-Jordan will require the selected firm to expedite the delivery of normal tasks as specified in the Task Timescales. MCA-Jordan envisages urgent requests accounting not more than 20% of the total requests.
<u>Question (7):</u>	Do all the materials need to be in Arabic and English (i.e., identity guidelines, communications plan, strategy etc.)?
Answer of Question (7):	Most of the communication material will be bilingual (Arabic and English). The identity guidelines itself has bilingual elements.
<u>Question (8):</u>	Is there an in-house MCA translator or is this something to budget for?
Answer of Question (8):	Translation is something that the selected firm will need to offer as a service.

End of Clarifications and Answers.