PUBLIC DOCUMENT

INVITATION TO QUOTE

Project Name:
ITQ.CE.2026.0168
Provision of integrated Social Listening and Mainstream Media Monitoring platform

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1. INTRODUCTION

1.1 The Institute of Banking and Finance ("IBF") is issuing this Invitation to Quote ("ITQ") to identify suitable entity(ies) (hereinafter referred to as the "Vendor") to submit quotations for an integrated self-service Social Listening and Mainstream Media Monitoring platform for a 12-month subscription period starting 1 Jan 2027.

2. BACKGROUND

2.1 The Institute of Banking and Finance Singapore (IBF) was established in 1974 as a not-for-profit industry association to foster and develop the professional competencies of the financial industry. IBF represents the interests of close to 250-member financial institutions including banks, insurance companies, securities brokerages, and asset management firms. In partnership with the financial industry, government agencies, training providers and the trade unions, IBF is committed to equip practitioners with capabilities to support the growth of Singapore's financial industry.

2.2 IBF is the national accreditation and certification agency for financial industry competency in Singapore under the Skills Framework for Financial Services, which were developed in partnership with the industry. Individuals who complete the IBF-accredited skills training programmes and meet the relevant criteria may apply for IBF Certification.

2.3 Since 2018, IBF is the appointed programme manager for the administration of career conversion programmes for the financial industry supported by Workforce Singapore. As programme manager, IBF will partner financial institutions to re-skill employees for expanded roles and opportunities in growth areas.

2.4 IBF also provides personalised career advisory to Singapore Citizens and Singapore Permanent Residents exploring a new role in, or career switch into the financial industry, under IBF Careers Connect. Since mid-October 2020, IBF has been appointed by the National Jobs Council as the Jobs Development Partner for the financial industry.

3. OBJECTIVE

3.1 IBF is seeking a unified, self-service intelligence solution to achieve the following core objectives:

- **Mainstream Media Monitoring & Analysis:** Continuously monitor, track, and analyse relevant news coverage, editorial narratives, and industry developments across local, regional, and international mainstream media platforms (including print, online news portals, broadcast TV/radio, and podcasts).
- **Social Listening & Public Sentiment:** Track and analyze organic conversations, public sentiment, and emerging trends across major social media networks, online forums, and blogs.
- **PR & Communications Evaluation:** Measure the reach, share of voice, tone, and overall impact of our media releases, executive interviews, and public campaigns.
- **Competitor & Industry Benchmarking:** Monitor competitor media coverage and industry buzz to inform strategic decision-making.
- **Early Risk & Crisis Detection:** Receive real-time alerts on breaking news or sudden spikes in negative coverage to enable timely reputation management.

4. PROJECT SPECIFICATIONS AND REQUIREMENTS

4.1 The deliverables for this project include:

- **Mainstream Media Coverage & Analysis**
  a. Comprehensive coverage of online news portals across Singapore, Southeast Asia, and international markets.
  b. Access to major Singapore print publications (e.g., The Straits Times, The Business Times, Lianhe Zaobao, Berita Harian, Tamil Murasu).
  c. Monitoring of broadcast media (TV and radio transcripts/clips) and podcasts with searchable closed-caption/audio indexing.
  d. Media analysis capabilities including journalistic tone/sentiment, editorial reach, PR value/Advertising Value Equivalency (AVE), and key message pull-through.
  e. Allows downloads of news articles, TV, and radio clips for archival purposes.

- **Social Media & Web Coverage**
  a. Real-time tracking across major social platforms: Facebook, Instagram, X (Twitter), LinkedIn, TikTok, and YouTube.
  b. Coverage of forums, review sites, and blogs, including Reddit and local Singapore forums (e.g., HardwareZone).

- **Search, Analytics & Language Capabilities**
  a. Support for up to 15 active topics/Boolean search queries and up to 50,000 monthly mentions.
  b. Automated sentiment analysis capable of processing local languages (English, Mandarin, Malay, and Tamil).
  c. Analytics covering share of voice, potential reach/impressions, AVE, trending hashtags, and top journalist/influencer identification.

- **Alerting, Reporting & Data Export**
  a. Real-time email and mobile push alerts for breaking news and when sudden mention/sentiment spikes or negative coverage occur.
  b. Provides customisable interactive, live and downloadable dashboards with built-in templates, scheduled automated email news digests delivered by email daily by 8:30AM SGT
  a. Uncapped raw data export in CSV/Excel formats for internal analysis.

- **User Licenses, Support & Security**
  a. Provision of 5 full-access user licenses with role-based permissions.
  b. Local customer support and dedicated account management available during Singapore business hours (SGT).
  c. Full compliance with Singapore's Personal Data Protection Act (PDPA) and industry-standard data security certifications (e.g., ISO 27001).

5. PROJECT DELIVERABLES & SCHEDULE

5.1 The vendor shall deliver the following based on the timelines below unless otherwise instructed by IBF

Date	Item
Within 1-2 weeks of contract award	**Kick-off & Platform Setup** Provision 5 user accounts; configure required Boolean search queries (with required brand, competitors, industry topics) and set up real-time crisis alerts.
Within 2-3 weeks of contract award	**Onboarding & Training** Conduct live hands-on user training workshop(s); deliver customised user manual, Boolean query documentation, and support escalation guide.
Daily, upon Go-Live	**Daily Media & Social Briefing** Automated daily morning digest summarizing top mainstream news and key social mentions from the past 24 hours, delivered via email daily by 8:30 AM SGT.
Continuous, upon Go-Live	**Live Interactive Dashboards** Always-on web self-service dashboards tracking real-time share of voice, sentiment trends, top publications, and viral social posts.
On demand (self-service)	**Periodic Insights Reports** Exportable executive summary deck (PDF/PPTX) or raw data featuring **AVE breakdowns by publication and media type** alongside media reach, sentiment shifts, and key message pull-through.
Quarterly	**Account & Query Reviews** Review session with dedicated Account Manager to refine search queries, check mention usage, and optimize reporting templates.

6. EVALUATION CRITERIA

6.1 The following are the criteria used for the evaluation of all proposals received by IBF for this ITQ and its weightage (%):

S/N	Evaluation Criteria	Weightage
1	**Breadth of Media & Social Coverage** Completeness of Singapore and regional mainstream media (print, online, broadcast) and social platform coverage.	30%
2	**Platform Capabilities & Analytics Depth** Accuracy of sentiment analysis, ease of dashboard/report customisation, and alerting speed.	25%
3	**Price** Price proposed that meets all requirements as specified in this ITQ	35%
4	**Onboarding, Support & Track Record** Quality of training, local support responsiveness, and relevant experience with similar organisations.	10%

6.2 Vendors are also requested to provide a trial platform account access for 5 working days. If IBF seeks clarification upon any aspect of the quotation, the Vendor shall provide full and comprehensive responses within three (3) working days of notification.

7. SUBMISSION DETAILS

7.1 All Vendors are required to complete the attached form "Quotation for **Provision of Integrated Social Listening and Mainstream Media Monitoring Platform** (ITQ.CE.2026.0168)" found in Annex A, with the completion of the Functional Specifications detailed in Part II: Details of Proposed Project."

7.2 All Vendors are required to provide one (1) soft copy (PDF format) of the quotation to IBF **no later than 7 December 2026, 5pm,** Singapore time. All proposals must be clearly titled with **"**Quotation for **"Provision of Integrated Social Listening and Mainstream Media Monitoring Platform"** and addressed to:

The Institute of Banking & Finance
Email: procurement@ibf.org.sg

7.3 The IBF reserves the right not to accept late submissions. IBF also reserves the right to cancel, or modify in any form, this ITQ for any reason, without any liability to IBF. All proposals submitted will remain confidential.

8. CONFIDENTIALITY

8.1 The Vendor shall ensure the absolute confidentiality of the data and information provided by IBF or any other organisation identified by IBF for this project and shall not, under any circumstances, release or communicate through any means, in whole or in part, any information to any third parties. All

correspondence and communication with all external parties, pertaining to matters relating to this project, shall be made only through IBF.

8.2 The Vendor shall submit, together with their proposals, an undertaking to safeguard the confidentially of all information revealed to them.

9. INDEMNITY AGAINST A THIRD PARTY

9.1 The Vendor shall indemnify and hold harmless IBF and its partners and employees from and against any foreseeable loss, expense, damage or liabilities (or actions that may be asserted by any third party) that may result from any third party, claims arising out of or in connection with the project and will reimburse IBF for all costs and expenses (including legal fees) reasonably incurred by IBF in connection with any such action or claim.

10. NOTIFICATION OF UNSUCCESSFUL BID

10.1 Notification will not be sent by IBF to unsuccessful Vendors.

11. ENQUIRIES

11.1 All enquiries pertaining to this ITQ may be directed to daphne@ibf.org.sg and procurement@ibf.org.sg

ANNEX A – QUOTATION

Provision of integrated Social Listening and Mainstream Media Monitoring platform
("ITQ.CE.2026.0168")

Name of Corporate Entity:

_____

For Internal (IBF) Use only
Date Received:
Officer-in-charge:

USEFUL NOTES

(A) Submission of Proposal

To assist us in reviewing your quotation in the shortest time possible, please provide the requested information completely and accurately. If the space provided is insufficient, a separate sheet may be used. Where information is not yet available or not applicable, please indicate accordingly.

You are advised to contact us should you have any difficulties in completing the form or if you need any further information.

One (1) soft copy (PDF format) of the proposal shall be emailed to procurement@ibf.org.sg **no later than 7 December 2026, 5pm,** Singapore time. All proposals must be clearly marked as "**Proposal –** ITQ.CE.2026.0168 **Provision of Integrated Social Listening and Mainstream Media Monitoring Platform"**

(B) Structure of the Proposal

The complete proposal consists of:

Annex A:

Part I – Company Data

Part II – Details of Platform

Part III – Platform Costs & Fees

Part IV – Non-disclosure and Undertaking (Third Parties)

(C) IBF reserves the right to conduct interviews and on-site visits during the review of the quotation

(D) The Company in submitting this quotation undertakes not to divulge or communicate to any person or party any confidential information, including but not limited to any documents that may be forwarded from IBF to you subsequently, without having first obtained the written consent of IBF.

PART I – COMPANY DATA

1. GENERAL

(a) Company Name: _____

(b) Mailing Address: _____

2. COMPANY EXPERTISE

Please provide background information on the company and how it is suited to meet the scope of work and deliverables of this project.

3. CLIENTELE LIST

Please provide a list of your company's key clients, including those in the financial industry and government sector.

PART II – DETAILS OF PROPOSED PROJECT

4. Functional Specifications and Deliverables (columns B or C must be filled for each item)

S/N	Specifications	(A) Ability to Deliver (Yes / No)	(B) If yes, please provide brief description and state any other relevant details	(C) If no, please state reasons and proposed variations or alternatives
1	**Mainstream Media Coverage & Analysis** a. Comprehensive coverage of online news portals across Singapore, Southeast Asia, and international markets. b. Access to major Singapore print publications (e.g., The Straits Times, The Business Times, Lianhe Zaobao, Berita Harian, Tamil Murasu). c. Monitoring of broadcast media (TV and radio transcripts/clips) and podcasts with searchable closed-caption/audio indexing d. Media analysis capabilities including journalistic tone/sentiment, editorial reach, PR value/AVE (if applicable), and key message pull-through. e. Allows downloads of news articles, TV and radio clips for archival purposes.			

2	**Social Media and Web Coverage** a. Real-time tracking across major social platforms: Facebook, Instagram, X (Twitter), LinkedIn, TikTok, and YouTube. b. Coverage of forums, review sites, and blogs, including Reddit and local Singapore forums (e.g., HardwareZone).			

3	**Search, Analytics & Language Capabilities** **a.** Support for up to 15 active topics/Boolean search queries and up to 50,000 monthly mentions. b. Automated multilingual sentiment analysis capable of processing local languages (English, Mandarin, Malay, and Tamil). c. Analytics covering share of voice, potential reach/impressions, AVE, trending hashtags, and top journalist/influencer identification.			
4	**Alerting, Reporting & Data Export** a. Real-time email and mobile push alerts for breaking news and when sudden mention/sentiment spikes or negative coverage occur. b. Provides customisable interactive, live and downloadable dashboards with built-in templates, scheduled automated email news digests delivered by email daily by 8:30AM SGT c. Uncapped raw data export in CSV/Excel formats for internal analysis.			

5	**User Licenses, Support & Security** a. Provision of 5 full-access user licenses with role-based permissions. b. Local customer support and dedicated account management available during Singapore business hours (SGT). c. Full compliance with Singapore's Personal Data Protection Act (PDPA) and industry-standard data security certifications (e.g., ISO 27001).			
6	**Project Deliverables, Schedule & Trial Access** a. Platform setup within 1–2 weeks and user onboarding/training within 2–3 weeks of contract award. b. Quarterly account and Boolean query review sessions. c. Provision of a 5-working-day trial platform account during ITQ evaluation.			

PART III – PROJECT COSTS & FEE

Please provide information on the detailed applicable fees and any other applicable costs and payment schedule expected for the completion of this project.

5. Project Fee Quotation Template

S/No	Functional Specifications	Unit Basis	Fee Quote in S$ (exclusive of GST)	GST	Total Fee in S$ (inclusive of GST)
Mandatory Base Scope (12-Month Subscription: 1 Jan 2027 – 31 Dec 2027)					
1	**Integrated Platform Subscription:** Mainstream Media Coverage & Analysis Social media & Web Coverage (inclusive of 5 user licenses, 15 topics, and 50,000 monthly mentions)	Annual Subscription			
2	**One-Time Onboarding, Setup & User Training**	One-off			
	TOTAL MANDATORY CONTRACT VALUE				
Optional Add-Ons (To be exercised at IBF's discretion)					
1	**Additional User Access Licenses**	Per User / Year			
2	**Historical Data Backfill (Beyond 12 months, up to 24–36 months)**	One-off			
3	**Additional Search Topics / Boolean Queries**	Per topic / year)			
4	**API Access / BI Tool Connectors**	Per year			
5	**Ad-Hoc Human-Curated Crisis / Event Reports (Per report)**	Per Report			

PART IV – NON-DISCLOSURE AND UNDERTAKING (THIRD PARTIES)

IMPORTANT NOTES

- The Institute of Banking and Finance ("the **Organisation**") is legally required to comply with the provisions of the *Personal Data Protection Act* (No. 26 of 2012) ("the **Act**"). Failure to comply with the Act may result in penalties being issued against the Organisation.

- To ensure compliance with the Organisation's internal policies in relation to the Act, all third- party contractors and/or service providers are required to sign this Undertaking.

- This Undertaking shall be signed before the commencement of work and/or services for the Organisation.

A. CONTRACTOR / SERVICE PROVIDER'S DETAILS

1.	**Name of Contractor / Service Provider's Company ("Service Provider"):**	
2.	**Company UEN No:**	
3.	**Contact Number:**	
4.	**Address:**	
5.	**Email Address:**	
6.	**Nature of Work / Service provided to Organisation ("Purpose"):**	Provision of Integrated Social Listening and Mainstream Media Monitoring Platform

B. UNDERTAKING

1. Access to Personal Data, non-public and sensitive information ("**Confidential Information**") may be required in the performance of the Service Provider's Purpose. "**Personal Data**" shall have the meaning given to it in the Act and refers to information about an identified or identifiable individual, where the individual refers to a natural person, whether living or deceased. It covers all forms of personal data, whether in electronic or non-electronic form.

2. Should the Service Provider have access to such Confidential Information, the Service Provider undertakes that it shall not under any circumstances release or disclose such Confidential Information to any third party or third-party organisation. The Service Provider shall protect such Confidential Information and will employ all reasonable efforts to maintain the confidentiality of such Confidential Information.

3. The Service Provider shall implement such security measures as are necessary to protect the Confidential Information against unauthorized access, collection, use, disclosure, copying, modification, disposal, or any other form of processing (as defined under the Act).

4. The Service Provider shall not retain any Confidential Information (or any records containing Confidential Information) for any period longer than is necessary to serve the purposes of this Agreement.

5. The Service Provider shall, upon the request of the Organisation
   a. return to the Organisation all Confidential Information; or
   b. delete all Confidential Information in its possession,

   and, after returning or deleting all Confidential Information, provide the Organisation with written confirmation that it no longer possesses any Confidential Information. Where applicable, the Service Provider shall also instruct all third parties to whom it has disclosed Confidential Information for the purposes of this Agreement to return to the Service Provider or delete, such Confidential Information.

6. The Service Provider shall immediately notify the Organisation of any suspected or confirmed unauthorized access, collection, use, disclosure, copying, modification, disposal, or any other form of processing (as defined under the Act) and/or misuse of Confidential Information. Without prejudice to any other rights and remedies that the Organisation may have, the Service Provider shall at its own expense render all necessary assistance to the Organisation to investigate, remedy and/or otherwise respond to such unauthorised access, collection, use, disclosure, copying, modification, disposal or any other form of processing (as defined under the Act).

7. The Service Provider shall immediately inform the Organisation if any Confidential Information is lost, destroyed, or becomes damaged, corrupted, or unusable. Without prejudice to any other rights and remedies that the Organisation may have, the Service Provider shall restore such Confidential Information at its own expense.

8. Before the Service Provider discloses Personal Data of any third-party individuals to the Organisation, the Service Provider undertakes to obtain all necessary consents required under the Act for the Organisation to collect, use and/or disclose such personal data.

9. The Service Provider undertakes to comply with all obligations that apply to it under the Act and all subsidiary regulations that may be enacted from time to time under the Act.

C. CONSEQUENCES OF BREACH OF UNDERTAKING

The Service Provider acknowledges that:

1. In the event of any breach or neglect of its obligations under this Undertaking, the Organisation may exercise its right to refuse the Service Provider access to the Organisation's premises and facilities.

2. If the Service Provider should breach any provisions of this Undertaking, the Organisation may suffer immediate and irrevocable harm for which damages may not be an adequate remedy. Hence, in addition to any other remedy that may be available in law, the Organisation is entitled to injunctive relief to prevent a breach of this Undertaking.

3. Without prejudice to any other clause(s) in this Undertaking, the Service Provider shall bear all liability and shall fully indemnify the Organisation against any and all actions, claims, proceedings (including proceedings before the Personal Data Protection Commission ("**PDPC**")), costs (including costs of complying with any remedial directions and/or financial penalties that may be imposed by the PDPC on the Organisation), damages, legal costs and/or other expenses incurred by the Organisation or for which the Organisation may become liable due to any failure by the Service Provider or its employees or agents to comply with any of its obligations under this Undertaking.

4. Even after the Service Provider ceases its Purpose at the Organisation, it agrees that the obligations herein shall continue.

Name of Service Provider: _____

Service Provider's Company Stamp: _____

Name of Representative of Service Provider: _____

Signature of Representative of Service Provider: _____

Date: _____