



REQUEST FOR PROPOSAL

Project Name

Appointment of PR & Communications Agency

RFP.CC.2018.0002

The Institute of Banking & Finance

(Reg No: 197402045E)

10 Shenton Way

#13-07/08, MAS Building

fax: 6224 4947

1 INTRODUCTION

- 1.1. The Institute of Banking and Finance (“IBF”) is issuing this Request for Proposal (“RFP”) to appoint a Public Relations (PR) and Communications Agency to develop and execute an integrated marketing communications campaign for IBF in 2018.

2 BACKGROUND

- 2.1 IBF was established in 1974 as a not-for-profit industry association to foster and develop the professional competencies of the financial sector. IBF currently serves as the national accreditation and certification agency for financial industry competency in Singapore, under the IBF Standards. As a standard-setter, IBF develops industry standards, competency roadmaps and identifies professional development pathways to uplift the competency of financial sector practitioners. It accredits training and assessment programmes targeted at the financial industry, promotes continuous professional development and the adoption of high standards of workforce competency across the financial services sector. The Institute also administers licensing examinations on behalf of the Monetary Authority of Singapore (“MAS”), as well as common examinations on behalf of industry associations. It has also been appointed by MAS as the administrator for training grant schemes offered under the Financial Sector Development Fund (“FSDP”).

Expansion of IBF’s mandate

- 2.2 To ensure that individuals working in the finance sector remain versatile and resilient, IBF’s mandate has been expanded to provide individuals with skills and career advisory services, and to facilitate job placements in the financial sector.
- 2.3 IBF is well-placed to do this, because of its:
 - Established brand name
 - Expertise in competency roadmaps and professional development for the financial sector
 - Strong industry network with financial institutions (FIs) and practitioners such as its pool of IBF Fellows and Distinguished Fellows
- 2.4 IBF aims to provide a single interface to finance practitioners, FIs and industry associations on skills- and jobs-related initiatives, by bringing together existing resources and programmes administered by various government agencies such as the Employment and Employability Institute (e2i), Monetary Authority of Singapore (MAS), National Trade Union Congress (NTUC), Skills Future Singapore (SSG) and Workforce Singapore (WSG).

- 2.5 IBF will set up a dedicated Career Centre providing advisory services for professionals in the financial industry. The Centre, targeted to be set up by July 2018, will allow IBF to provide a comprehensive suite of services ranging from setting competency standards and promoting skills development, to career advisory, job matching and placements.
- 2.6 As an immediate priority, IBF will focus on developing and implementing professional conversion programmes which will help reskill professionals who are affected by changes in their job roles as financial institutions' business models and processes undergo transformation. IBF will also provide job placement assistance to individuals, and match them with appropriate job opportunities elsewhere in the financial sector. By working with partner agencies, e2i, NTUC and WSG, IBF can also help industry professionals to be placed in other sectors. Similarly, professionals from other sectors can be placed in the financial sector.
- 2.7 There is therefore a need to communicate IBF's expanded role and function to the public, so that financial institutions and individuals in the financial sector, will approach IBF to tap on these resources. The communications strategy should also build on IBF's existing industry networks and relationships to drive buy-in of IBF's enhanced value proposition.

3 COMMUNICATIONS OBJECTIVES

- 3.1 IBF will need to build awareness and develop its value proposition for our new mandate. This is a significant expansion of our mandate and these functions are currently not associated with IBF.
- 3.2 The communications campaign for IBF aims to achieve the following objectives:
- a) Create awareness of IBF's new mandate to the industry
 - b) Position IBF as a trusted and credible partner for financial practitioners, industry and working partners in developing skills and capabilities, supporting professional development, providing career advisory and facilitating job placement
 - c) Create and enhance engagement with target audiences

4 TARGET AUDIENCE

4.1 IBF's key target audience includes:

	Segment	Positioning of IBF
a)	i. Existing Financial Practitioners , particularly those that have been displaced or are at risk of being displaced ii. Individuals seeking to establish a career in the financial sector	IBF as a one-stop resource for skills and career advisory, and facilitating job placements
b)	Industry Working Partners	IBF as a key working partner to collaborate with on talent development and manpower strategies.
c)	Professional Trade Unions	IBF as a trusted and credible working partner to facilitate job placement and career advisory for members
d)	Financial Institutions	IBF as a trusted and credible working partner to build a relevant and resilient workforce for the financial industry in the face of disruption and innovation in the industry
e)	Job Placement Agencies	IBF as a valuable resource and partner, in identifying manpower needs, as well as in the placement of workers.

5. EXISTING COMMUNICATIONS PLATFORMS

- 5.1 IBF undertook a rebranding exercise in 2014. Since then, IBF has made some progress in educating its key partners and financial industry about its brand identity.
- 5.2 In terms of efforts to build capabilities for the industry, IBF has been engaging the management of financial institutions, as well as our Training Partners. Our training partners include the Learning and Development and Human Resource functions of financial institutions and Commercial Training Providers.
- 5.3 IBF has limited platforms to engage directly with finance practitioners.
- 5.4 Based on surveys conducted by IBF, it seems that most practitioners tend to recognise IBF for the regulatory and industry examinations we conduct on behalf of MAS and industry. Not all practitioners who attend IBF Accredited courses are aware of the role that IBF plays in their training and upskilling. Some practitioners also associate IBF with the funding incentives that we administer on behalf of MAS.

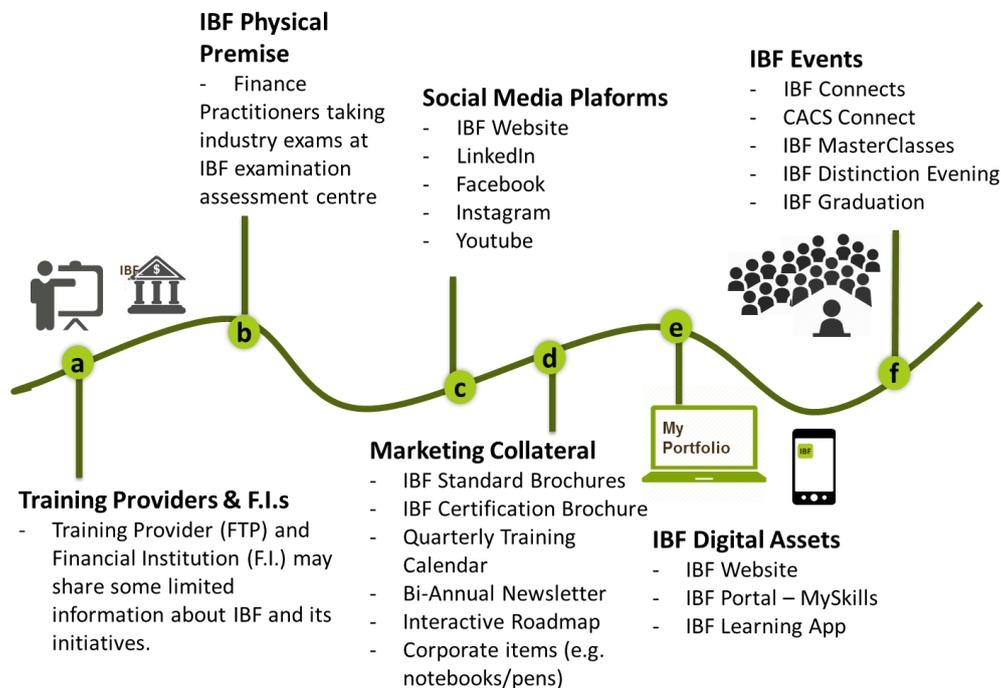
Minimal presence in print media

- 5.5 In terms of marketing in print media, IBF purchases an annual Supplement in the Business Times with regards to the IBF Awards. In 2016, we also took up another advertorial with regards to our annual IBF Graduation event. While there was more coverage of IBF in the media in 2016, media coverage remains sporadic.

In-house Social Media Efforts

- 5.6 IBF's presence on social media is relatively new. IBF's most active presence is on LinkedIn, with a supporting presence on Facebook, Instagram and Youtube. However, our current activity on social is campaign- and event-based. There is a need for a longer-term strategy or key message house to fully optimise social media channels for IBF's communication needs. The communication goal and objective for each channel, and how they can be most effectively used based on IBF's target audience could be better defined.
- 5.7 IBF does not have a social media agency on a long-term contract. Given that IBF does not have an in-house social media specialist, there is a need for the agency to support us in this aspect, especially if it is to be used to communicate our expanded mandate.

Fig. 1. Current Touchpoints with IBF



6. SCOPE OF WORK

6.1 We expect the appointed agency to:

- Lead the conceptualisation, development, and execution of an integrated Communications strategy for the launch of IBF's new career centre. The new areas of work should be seen as part of a comprehensive effort to ensure a relevant and resilient financial workforce;
- Develop a framework of key communications messages based on IBF new expanded mandate as a one-stop shop for skills development, career advisory and job placement. This messaging has to be consistent across IBF's various communication touchpoints, including IBF's website, social media platforms, and marketing collaterals.
- Execute the communications campaign for IBF's new initiatives which could be tied to key events, such as the launch of the Career Centre, and launch and commitment of FIs to adopt Adapt and Grow programmes. Key components include:
 - pre- and post-launch publicity to generate feature articles, corporate and individual testimonials and related publicity in print, TV, radio and online media;
 - media FAQs and corporate backgrounders/factsheet to support the launch;
 - publicity initiatives to drive coverage e.g drafting, formatting and distributing media releases to print, online, broadcast media as well as pitching media interviews;
 - auditing and editing the various communication platforms that will house the relevant information about IBF's new initiatives (e.g. the IBF website, social media channels)
 - other campaigns to raise the profile of IBF;
- Utilise social media to generate publicity, word of mouth and grow IBF's overall social media presence;
- Track coverage and measure overall efforts, through weekly and monthly reports (e.g. estimated number of impressions and media value); and
- Sending media clips on a regular basis; tracking coverage and measuring efforts.

7. PROJECT TIMELINE

7.1 The timeline for this projects is as follows:

Dates	Milestone
8 March 2018	Submission of Proposals
13 March 2018	Presentation by shortlisted agencies
19 March 2018	IBF to seek committee clearance
23 March 2018	Appointment of Agency
28 March 2018	Kickstart meeting with appointed agency
April to June 2018	Pre-launch campaign preparation
July 2018	Official launch of IBF Career Centre
30 September 2018	Submission of Review by Agency and recommendations on Next Steps for IBF

7.2 Proposal Requirements

The proposal should focus on the vendor's business proposal and ability to provide the services outlined in the Scope of Work.

Please provide the following:

Cover Letter: A letter signed by an officer of the firm, company or corporation, binding the firm/company/corporation to all comments made in the proposal. Include a primary contact person for the proposal.

Qualifications and Experience: Provide a description of the history, experience, and qualifications of your firm/company/corporation and any proposed subcontractors to perform the Scope of Work. Please include:

- a. Resumes and biographies of all principals assigned to the project.
- b. List of capabilities corresponding to the scope of work.
- c. List of similar/relevant projects your firm/company/corporation has undertaken including results achieved.
- d. References from similar projects your firm/company/corporation has undertaken.

Approach to Scope of Work. Provide a detailed description of your approach to each Scope of Work element.

Service Timeframes. Provide a detailed description of the services to be performed by the vendor based on the Scope of Work and the average timeframes required to complete each. This should include:

- a. The account manager's name and specific staff assigned to the project;
- b. The estimated number of staff hours to complete scope of work; and
- c. All personnel anticipated to be involved in each task.

Project Cost. Provide detailed costs for the services to be performed by the vendor based on the Scope of Work.

Submission Requirements. Prospective service providers are to submit one (1) original and one (1) copy of their communications proposal to IBF Governance via:

Attention: IBF Governance

Email: procurement@ibf.org.sg

Mailing Address: 10 Shenton Way, #13-07/08, MAS Building, Singapore 079117

Under no circumstances, should the proposals be shared with any other officer at IBF. All submitted proposals must include the reference: "RFP.CC.2018.0002". The submission deadline is 8 March 2018.

Clarifications. Any queries about the project may be addressed to:

Ho Hwei-An, Assistant Director, Corporate Communications

hweian@ibf.org.sg

Tel: +65 6305 5665

Celeste Cheo Assistant Director, Corporate Communications

celeste@ibf.org.sg

Tel: +65 6305 5673

8 BUDGET

- 8.1 The Budget for this appointment is S\$150,000.

9 NON-DISCLOSURE AGREEMENT

- 9.1 Interested agencies will be required to sign the non-disclosure agreement (NDA) in Annex 1 as confidential information may be provided during the RFP process.

~End of document~

ANNEX 1

CONFIDENTIALITY AND NON-DISCLOSURE AGREEMENT

For and on behalf of [_____]

1. The Institute of Banking and Finance (IBF) will share with you and / or members of your project team proprietary information or materials that are not known generally to the public or in the public domain.
2. You and/or members of your project team shall safeguard the confidentiality and non-disclosure of the content of these materials at all times.

By signing this declaration, I agree to:

- (a) Hold the materials supplied relating to the above described subject matter in confidence and not to disclose or permit it to be made available to any person, firm or company without the prior written consent of IBF; and
 - (b) The _____ agrees to use the Confidential Information solely in connection with the potential business relationship between the parties and not for any purpose other than as authorized by this Agreement without the prior written consent of an authorized representative of the Institute of Banking and Finance; and
 - (c) Ensure that the materials supplied will not be reproduced in any form that amounts to plagiarism, infringement of copyright issues or any other forms of misuse.
3. Clauses 2(a) - 2(c) above shall remain in effect indefinitely.

I accept / do not accept the agreement

For and on behalf of [_____]

Signature

Name

Designation

NRIC

Date

