

Evaluation Scheme for Technical Assessment of Offers

Section/ Division: 3800	Assignment Title: Support for Regional Exchange between Kakheti & Imereti Authentic regional cluster members	Project title:	Clusters 4 Development: Better Business Sophistication in Georgia		
		Weighting in %	points (max. 10)	assessment (2)x(5)	(6)
		(2)	(5)	(6)	(6)
1	Credentials of the company and assignment-relevant experience				
	Assignment relevant portfolio – similar past works that demonstrate ability of the company to deliver on this assignment	5			
	At least up to 10 group events organized	5			
	At least 4 years' experience in the field	5			
	Development Cooperation (DC) experience: will be an asset	2			
Subtotal for 1		17			
2	Interpretation of the assignment objectives by the bidder				
	Interpretation of objectives;	3			
	Work schedule and timelines;	3			
	Monitoring and evaluation concept.	2			
Subtotal for 2		8			
3	Professional credentials and qualifications the proposed staff				
3.1	Expert 1: Team Leader				
	5+ years of experience in event organization	5			
	Language: Excellent business language skills in English and Georgian	4			
	Experience in managing the group training/workshop/activities	4			
	Specific professional experience: working with travel organizational, field trip events	4			
	Preferable experience in promotion of the tourism / cultural heritage sector	3			
	Development Cooperation (DC) experience: will be an asset	2			
Subtotal for 3.1		22			
3.3	Expert 2: Content Creator (Blogger)				
	Native English Speaker	5			
	General professional experience: 2+ years' experience with writing regarding various topics in Georgia	10			
	Specific professional experience: 2 years' experience of excellent blog writing, editing, and proofreading skills with a knack for storytelling and appropriately representing tone and message for varied audiences in English about Georgia's cuisine, crafts & cultural heritage / customs	10			
	Preferable experience in promotion of the tourism / cultural heritage sector	7			
Subtotal for 3.3		32			
3.4	Expert 4: Photographer visual Content Creator				
	At least 3 years' experience as a photographer in a competitive industry □	5			
	Preferable experience in promotion of the tourism sector	5			
	Experience in working closely with clients and colleagues to produce high-quality photographic images	3			
	Experience in using different techniques to enhance the photographs as required Use photo manipulation software to get desired results	3			
	Portfolio	5			
Subtotal for 3.4		21			
Grand Total		100			