

REQUEST FOR PROPOSAL (RFP)

For the Appointment of a Social Media & Design Communication Agency

Section I: Introduction and Background

1.1 Purpose of RFP

The Event and Entertainment Management Association (EEMA) invites proposals from qualified and experienced creative agencies to provide comprehensive **social media management and design communication services** aimed at enhancing EEMA's digital presence, brand visibility, and member engagement.

1.2 EEMA's Overview

Established in 2008, **EEMA is the only national body representing India's event and experiential marketing industry**, uniting leading agencies across events, MICE, activations, weddings, sports, and entertainment — together accounting for nearly 80% of the organized sector.

Having been in existence for almost two decades, spearheading dialogue with government bodies on policy, empowering members through knowledge and best practices, and driving initiatives that raise professional and ethical standards across the sector.

EEMA hosts three national flagship events annually — **EEMAGINE, EEMAX Global Awards, and Spotlight Awards** — alongside multiple regional events organized by its four zonal committees. The association also operates ten specialized task forces focusing on **skill development, sustainability, diversity, safety standards, and member welfare**.

As the industry evolves, EEMA recognizes the need to **strengthen its brand identity and amplify visibility** for the numerous initiatives undertaken by its committees and members. This RFP seeks a creative partner capable of bringing this vision to life through strategic design and impactful digital storytelling.

Existing Online Properties:

- Website: www.eemaindia.com
- Instagram: [@eema.india](https://www.instagram.com/eema.india)
- Facebook: [EEMA India](https://www.facebook.com/EEMAIndia)
- LinkedIn: [EEMA India](https://www.linkedin.com/company/EEMAIndia)
- Twitter (X): [@eemaindia](https://twitter.com/eemaindia)

1.3 Project Background

With growing digital engagement and the need to communicate effectively with diverse stakeholders — including members, partners, and policymakers — EEMA seeks a strategic communication partner to ensure brand consistency, digital impact, and professional storytelling across all touchpoints.

1.4 Primary Goals and Objectives

EEMA hopes, through this engagement, to achieve enhanced creative excellence and communication consistency across all platforms. The association aims to strengthen its positioning as the **national representative body of the experiential industry**, ensuring all communication reflects its stature, professionalism, and unified voice.

This engagement seeks to:

- Develop **high-quality creative designs and communication** aligned with EEMA's national brand structure and visual identity.
- Establish a **cohesive and professional design language** that reflects EEMA's role as the apex body of the experiential sector.
- **Double member engagement (increase by 100%)** through more compelling, relevant, and dynamic communication.
- Build stronger visibility and resonance for EEMA's initiatives, events, and member activities across digital and print media.

1.5 Point of Contact

All queries and submissions related to this RFP shall be directed to:

The Executive Director

Event and Entertainment Management Association (EEMA)

✉ executive.director@eemaindia.com

✉ secretary@eemaindia.com

Section II: Project Scope of Work and Deliverables

2.1 Scope of Work

The agency shall provide end-to-end creative, strategic, and executional support in the following domains:

A. Social Media Management

- Develop and execute a comprehensive **digital communication strategy** aligned with EEMA's objectives.
- Create and manage **monthly content calendars**, including:
 - ~50 creatives per month (20 reels/videos + 30 static posts).
 - 1 birthday creative and same template to be adapted for all members to be shared over WhatsApp and Instagram story ~60 per month.
- Manage daily **community engagement**, member interaction, and real-time event coverage.
- Provide **monthly analytics reports**, insights, and recommendations for content optimization.

B. Design Communication

Design and deliver marketing and event collaterals, including:

- Brochures, invites, standees, banners, backdrops, and digital assets.
- Ensure **brand consistency** across all deliverables.

- Supply **print-ready artworks** for all offline marketing materials.

C. On-Ground Support (Flagship Events)

EEMA hosts two flagship events annually:

- *Spotlight Awards* (April)
- *EEMAGINE and EEMAX Global Awards* (August)

The agency will be required to depute a creative and content team to provide on-ground support, including:

- Real-time digital coverage, live content creation, and coordination with the EEMA core team.
- Rapid design adaptation and digital dissemination during events.
- Post-event content packaging, highlight reels, and campaign amplification.

2.2 Deliverables and Outcomes

- Continuous, high-quality digital presence across EEMA's online channels.
- Consistent and visually cohesive design materials.
- Comprehensive monthly reports and data insights.
- Enhanced member engagement and digital visibility.

Section III: Budget and Timeline

3.1 Estimated Budget

The estimated contract value is **₹1.25 to ₹1.5 lakh per month**, exclusive of applicable taxes.

3.2 Payment Terms

Payments will be made on a **monthly retainer basis**, subject to satisfactory completion of deliverables.

Section IV: Submission Requirements and Evaluation Criteria

4.1 Submission Format

Agencies must submit their proposals electronically in **PDF format**, clearly marked as:
Proposal for EEMA Social Media & Design Communication Agency.

4.2 Required Information

Proposals must include the following:

- **Agency Profile:** Legal name, year of incorporation, size, and structure.
- **Relevant Experience:** Case studies and examples of work with associations or similar organizations.
- **Proposed Approach & Strategy:** Understanding of EEMA's needs and proposed roadmap.
- **Team Details:** Bios of key personnel who will manage the account.
- **References:** Two to three client references.
- **Financial Proposal:** Detailed cost structure including fees, production, and any third-party costs.

4.3 Evaluation Criteria

Proposals will be evaluated based on the **Combined Quality and Cost-Based Selection (CQCCBS)** method:

Criteria	Weightage
Creativity & Proposed Strategy	50%
Relevant Experience & Quality of Work	20%
Team Expertise & Understanding of EEMA	20%
Financial Proposal	10%

Shortlisted agencies may be invited for presentations before final selection.

Section V: General Terms and Conditions

5.1 Confidentiality

All information shared through this RFP process is confidential and must not be disclosed without prior written approval from EEMA.

5.2 Right to Reject

EEMA reserves the right to accept or reject any or all proposals without assigning reasons.

5.3 Contractual Terms

The selected agency will enter into a formal **Service Agreement** with EEMA, including clauses on confidentiality, indemnity, and termination.

Section VI: Legal Clauses

A. Confidentiality: All information, materials, and data provided by EEMA are confidential and may not be shared or reproduced without written permission.

B. Dispute Resolution: Any disputes arising shall fall under the exclusive jurisdiction of the courts in **New Delhi, India**.

C. Force Majeure: Neither party shall be held liable for non-performance due to circumstances beyond reasonable control.

D. Governing Law: This RFP and subsequent contract will be governed by the **laws of India**.

By Order of the Association

Event and Entertainment Management Association (EEMA)

New Delhi, India

<https://www.eemaindia.com>