



PRODUCTION OF VSOP AUDIO VISUAL PRESENTATION

Criteria for Rating

Technical Bid/Proposal Criteria and Rating (70% Passing Score)

A.	Quality of Personnel to be assigned to the project	20%	
I.	Similar projects handled within the last 3 years	10	
II.	Personnel has at least 5 years experience	10	
B.	Expertise and Capability of the Firm	30%	
I.	Production Capability		
	Bidders has at least 5 AVP projects	30	
	Bidders has at least 3-4 AVP projects	20	
C.	Plan of Approach and Methodology	50%	
I.	Bidder's proposed video concept and storyline are aligned with the objectives stated in the Terms of Reference.	40	
II.	Over-all impact	10	
TOTAL		100%	