

# King Abdullah University of Science and Technology

## Request for Information (RFI)

*For*

## Digital Marketing Agency - International Student Recruitment

RFI Release Date:	May 22, 2020
Responses Due Date:	May 29, 2020

## Table of Contents:

<b>1. CONFIDENTIALITY .....</b>	<b>3</b>
<b>2. PURPOSE OF RFI.....</b>	<b>3</b>
<b>3. RFI PROCEDURE.....</b>	<b>3</b>
<b>4. BRIEF OVERVIEW OF THE SCOPE OF WORK .....</b>	<b>4</b>
<b>5. REQUIRED PREQUALIFICATION INFORMATION .....</b>	<b>4</b>
<b>APPENDIX A - RFI RESPONSE FORM.....</b>	<b>5</b>

## 1. Confidentiality

The information contained in this Request For Information ("RFI") is confidential and is disclosed by King Abdullah University of Science and Technology ("KAUST") to the recipient for the purpose of informing the recipient of the products and services required by KAUST and of enabling the recipient to determine its ability and willingness to provide such products and services. By receiving, reviewing, and responding to this RFI the recipient acknowledges its understanding that the RFI and its contents are confidential and agrees that recipient will not disclose the RFI or any of the information contained in it to any third party or to any person within the recipient's organization other than to those persons required to review and evaluate it and prepare a response on recipient's behalf.

## 2. Purpose of RFI

The purpose of this RFI is to request information regarding your company's products and services, and your proposed approach to meeting KAUST's requirements as set out in this document as well as high level budgetary cost ranges. **A lack of response may be considered as no interest from the vendor to participate in this RFI and any subsequent stages.**

This RFI will be used to gather information from different companies before engaging in the formal procurement process of Request for Proposal (RFP) stage.

Information required:

- Expression of interest in carrying out the work between September 2020 – June 2021.
- Expertise and experience to meet each of the deliverables set out in section.
- Any further considerations that you believe would be pertinent to our requirement or that should be within scope.

## 3. RFI Procedure

To respond to this RFI please fill in the enclosed form in Appendix A with required details. In addition to the form, the vendors can provide additional documents describing the alternate options.

The KAUST personnel whose details are listed below are available for assistance.

Responses to this RFI will be reviewed by personnel from KAUST. Respondents to this RFI that do offer the required goods and services will be invited to participate in a subsequent Request for Proposal (RFP) subject to the formal procurement process of KAUST.

**KAUST is not obligated nor committed to take any actions following the RFI stage.**

Instructions to deliver the RFI response:

- Send the attached form, with required details mentioned, by email the KAUST International Office ([international.office@kaust.edu.sa](mailto:international.office@kaust.edu.sa)) )
  - ✓ Make sure to explicitly provide the response of points mentioned in the RFI document.
  - ✓ Complete the table under Appendix-A
  - ✓ Provide response to every point under Heading "Required Prequalification Information" under Paragraph 5.
- For any technical questions regarding this RFI, please coordinate by email [international.office@kaust.edu.sa](mailto:international.office@kaust.edu.sa)

### **3.1 Timeframe**

RFI Release Date:	May 22, 2020
Last Date for Technical Questions:	May 26, 2020
KAUST's response to Technical Questions:	May 28, 2020

(KAUST will collect all questions and share all answers with all participants of this RFI)

**Responses Due Date: May 29, 2020.**

No responses will be accepted after 23:59 PM Saudi Arabia time on this due date.

## **4. Brief Overview of the Scope of Work**

Refer to: KAUSTInternationalStudentRecruitmentBrief.pdf

## **5. Required Prequalification Information**

Please submit the following documents and information:

- 5.1 Project experience working with a similar scope of work in international markets.
- 5.2 Provide list of top 5 clients and relevant case studies.
- 5.3 The estimated delivery period
- 5.4 Estimated cost breakdown

Responses to this RFI will be evaluated by KAUST and qualified organizations may be invited to respond to a subsequent Request for Proposals. This RFI by no means guarantees the issuance of a Request for Proposal.

## **Confirmation of Interest**

We look forward to your participation in this activity and the pleasure of meeting you should you decide to participate in this prequalification.

Please e-mail any inquiries related to this RFI to the undersigned.

### **KAUST International Office**

King Abdullah University of Science & Technology

Thuwal 23955-6900, Kingdom of Saudi Arabia

E-mail: [international.office@kaust.edu.sa](mailto:international.office@kaust.edu.sa)

*Note: The KAUST website includes a variety of useful information and services. You are encouraged to visit the site as follows: Go To : <http://www.kaust.edu.sa/>*

## Appendix A - RFI Response Form

*Note: If service provider wishes to propose more than one solution, then please create a separate form for each proposed solution and clearly label the form with a distinguishable name or identifier for each solution.*

Company name:	
Company address:	
Company web page:	
Contact Person: (responsible for responding to this RFI)	
Telephone:	
Mobile:	
Email:	
Signature of Representative:	