



IIM NAGPUR

भारतीय प्रबंध संस्थान नागपुर
Indian Institute of Management Nagpur

Minutes of the PreBid meeting

With reference to tender no: IIMN/141/2023-24/08 dated 01/08/2023 for “**Selection of Creative Media Agency for IIM Nagpur**”, the Prebid meeting in online mode was held on 08.08.2023 at 11:00 PM.

Attendees:

IIMN: Prof.Ranjitha GP Anagha Ranade – Communication & Media deptt. Aarti Pophali – Stores & Purchase deptt. Rahul Peshatwar – Stores & Purchase deptt.	Vendors: Cygnus Advertising Raasta Studios INIT design Studios Sanjeevani studios
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Following are the queries and their replies as discussed in Prebid meeting.

Sr. no.	Query	Response
1.	The kind of Visual treatment expected in the productions	The selected agency is expected to propose appropriate visual treatment considering the ZMS conference theme. The ZMS is a summit which is bringing together academicians, corporate and industry experts as well as society leaders and policymakers. The branding is expected to be able to depict IIM Nagpur as a modern and global institute. The development of the visual narrative should be built on the ZMS Logo, theme and colour palette shared by IIMN.
2.	In the Event circumference phase, the agency is going to cover the marathon and create an AV film post the event. Do we need to create teaser promotion content also for the marathon?	No
3.	During the Conference phase, is the agency expected to cover and create daily video content for 2 days or for the Zero-day also?	The daily recap videos for two conference days are expected.

4.	How many parallel sessions will be conducted and is the agency required to cover the entire session or just highlights?	Apart from the Inauguration and Valedictory sessions which will be Centrally held, there will be Four to Five parallel sessions happening. Additionally, there will be open workshops and activities where people will drop in and needs to be covered for bytes and testimonials. The agency is expected to cover the highlights of the sessions and activities on campus. The IIMN team will coordinate for briefing the agency on the important timings and persons.
5.	Are the sessions going to be recorded? If so, can the agency get the footage/ recording of the sessions to get important content to be included in the recap videos or the Short film to be created post conference?	If the sessions are recorded, the institute may decide to share relevant recordings if needed.
6.	Is live streaming of the event a part of scope of work?	No. It is not part of the scope of work.
7.	Point of contact for the agency at IIMN?	A team comprising of Faculty, Communication & Media and Student team members will be the POC.
8.	Clarity regarding Alumni / Sponsor bytes for both the assignments.	The agency is expected to collect video bytes of Alumni, major sponsors, and IIMN top management for the EEP (tentatively 4 bytes) and ZMS conference (tentatively 6 bytes) assignments from multiple locations. Bidders should consider all the logistics costs involved in the activity while quoting the cost.
9.	Social Media posts during the Conference days	Tentatively 10 – 12 posts are expected to be created during the three days by the agency.

Note: This document is a part of the technical bid and submission of the bid implies that they have understood the clarifications.

The conditions of the tender document remain unchanged.

Issued by:

Store & Purchase office, IIM Nagpur