

## COMMS-05-2024 - INVITATION TO QUOTE FOR A VIDEO PRODUCTION PROJECT

The purpose of this invitation to quote (ITQ) is to invite companies to work with the Institute of Singapore Chartered Accountants (ISCA) on a video production project to produce a series of videos to promote the accountancy sector and diverse career pathways which will be broadcasted on social media platforms and out-of-home platforms. The objective of this project is to inspire the younger generation and parents about the attractiveness of accountancy as a career.

### About the Institute of Singapore Chartered Accountants (ISCA)

The Institute of Singapore Chartered Accountants (ISCA) is the national accountancy body of Singapore. ISCA's vision is to be a world-class accountancy body of trusted professionals, contributing towards an innovative and sustainable economy. There are over 36,000 ISCA members making their stride in businesses across industries in Singapore and around the world.

Established in 1963, ISCA is an advocate of the interests of the profession. Complementing its global mindset with Asian insights, ISCA leverages its regional expertise, knowledge, and networks with diverse stakeholders to contribute towards the advancement of the accountancy profession.

ISCA is also the Designated Entity to confer the Chartered Accountant of Singapore – CA (Singapore) – designation.

ISCA is a member of Chartered Accountants Worldwide, a global family that brings together the members of leading institutes to create a community of over 1.8 million Chartered Accountants and students in more than 190 countries.

For more information on ISCA, please visit [www.isca.org.sg](http://www.isca.org.sg)

### 1. Scope of Work

The appointed production company will be required to provide the following services:

- a) The video series targeted at youths and parents should be broadly appealing to the general public.
- b) The video series should be based on the appeal of a career in accountancy such as the versatility and diverse career pathways, fulfilling salary scale, how it adds value to all organisations as the language of business and serve as vital knowledge for c-suite executives.
- c) Each episode or video should feature a key message. It can be presented in the form of a scripted story or documentary, preferably with a Singaporean angle.
- d) Each video will form part of a larger series presented by ISCA, the national accountancy body, but it does not require them to complete the full series of video to appreciate or understand the key message. It may adopt an inspiring or provocative tone, with the key aim to encourage viewers to watch the entire video.
- e) The length of each episode shall not exceed five (5) minutes.

- f) Overall project management, including pre-production, production and post-production timelines, leading to project completion within 6 months from the award of the contract.

S/N	Description
<b>1.</b>	<b>Pre-Production</b>
1.1	Discuss with ISCA to refine content, storyboard, style and direction of the proposed video series.
1.2	Design visual identity system, taking into consideration ISCA's branding.
1.3	Develop video scripts, one for each video, inclusive of a takeaway message for each video.
1.4	Select location, actors, profiles and/or narrators in consultation with ISCA and work closely with ISCA to manage relevant stakeholders who might be involved in the project.
1.5	Seek and secure all the relevant and necessary licenses and approvals from all the applicable public agencies for filming, such as Urban Redevelopment Authority (URA), Land Transport Authority (LTA), National Arts Council (NAC), and Infocomm Media Development Authority (IMDA).
<b>2.</b>	<b>Production</b>
2.1	Provide adequate manpower for the entire production. This may include but not limited to producer, director, screenwriter, makeup artist, and production assistant.
2.2	Purchase archival images or videos required for the video series.
<b>3</b>	<b>Post-production</b>
3.1	English subtitles must be included for all videos.
3.2	Video copyrights will be assigned to ISCA.
3.3	Final video shall be delivered in format(s) suitable for broadcasting on both online platforms such as YouTube, LinkedIn, Facebook, Instagram, and ISCA's website, and out-of-home platforms.
<b>4</b>	<b>Others</b>
4.1	<p>Safety requirements:</p> <ul style="list-style-type: none"> <li>• Observe reasonably practicable measures to ensure the safety and health of workers and other people that are affected by the work being carried out</li> <li>• Provide and supply all the necessary manpower required for the project.</li> <li>• All manpower must possess the proper certifications and work permits for the works required according to government guidelines.</li> <li>• Ensure provisions of insurances, site management and site protection throughout the contract period.</li> </ul>

4.2	All necessary risk assessments, insurance and other documentation must be prepared and submitted to ISCA 14 calendar days before filming at ISCA premises.
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In addition to the above, the production company may provide separate quotes in conjunction with the promotion and publicity campaign of the video series across a (a) 6-month and (b) 12-month period. Quotes and options for media buy should be listed separately.

## 2. Documents to be submitted

The following documents are required to be submitted:

- a) Cost quotation (interested parties should email ISCA's contact listed in the ITQ) for the detailed scope of work and cost breakdown
- b) Relevant track record
- c) Names and bios of the personnel who will be working on this project
- d) List of past projects done

## 3. Evaluation Criteria

The quotation submissions will be evaluated based on the following criteria:

- Conformity to the requirements of the specifications
- Proposed quotation price
- Past projects and track record.

## 4. Quotation Validity

Quotations submitted must be valid for 4 months from the date of opening of ITQ.

## 5. Disclaimers

ISCA shall be under no obligation to accept the quotation with the lowest quote or enter into correspondence with any vendor regarding the reason for non-acceptance of the quotation.

ISCA reserves the right unless the vendor expressly stipulates to the contrary in its quotation, to accept only such portion(s) of a quotation as ISCA may in its sole discretion decide and the quotation shall be adjusted accordingly.

## 6. Enquiries

For further enquiries and submissions, please email [suatlay.soh@isca.org.sg](mailto:suatlay.soh@isca.org.sg) with the subject "COMMS-05-2024" before the closing date.

**Closing date for submission of ITQ: 14 June 2024, 5.30pm**