

Date: 8 Nov 2013

## Request-for-Proposal – Video Production Services

### **Background**

The Office of the Government Chief Information Officer (OGCIO) is going to organize the Hong Kong ICT Awards 2014 to recognize, promote and commend the excellent achievements to which Hong Kong ICT professionals and organizations contribute. The Hong Kong ICT Awards was established as a collaborative effort among industry support organizations, ICT professional bodies, academia and the Government to build a large scale and internationally recognized branding of ICT awards of Hong Kong.

The Information and Software Industry Association (ISIA) has been appointed to organize one of the award categories – the Best SME ICT Award.

### **Service Requirements**

Broadly, the selected service provider is required to provide video production services for the Hong Kong ICT Awards 2014: Best SME ICT Award. The service provider will be required to undertake the following tasks:

#### 1. Creative and Director

- Script writing,
- Visual arrangement and Art directing,
- Designing the treatment of the video,
- Briefing on the location shooting,
- Pre-production meetings with client and Production management
- Storyboard

#### 2. Production

- One and a half day on location shooting in Hong Kong with Professional Camera Crew
- Professional Digital Video format camera,
- Lightings, audio equipment,
- Messing and transportation

#### 3. Post-production

- Screening of full content,

**Information and Software Industry Association Ltd.**

- Screening and selecting video segment for final editing,
- Online and Offline video editing with video effects,
- Computer graphics, 2D animations and titles
- Voice Over Artist and recording studio
- Background music copyright, audio sweetening and mixing
- Minimum 2 cuts of the video for the client to review

**4. Others**

- Administration,
- Master HD movie file in digital format
- Digital video file (DVD format) delivery

It is envisaged that the firms and organizations responding to this RFP have had experience in similar video production services. Please note that the selected service provider is expected to be able to commence work within seven days upon notification of confirmation of acceptance of the proposal.

**Information Required**

The response to this RFP should include, but not limited to, the following:

- (a) Name of the firm / organization and the contact name and details;
- (b) Experience in industry exercise and reference details;
- (c) An outline of the proposed approach and methodology;
- (d) Resources (including details of experience of team members) to be allocated to this project;
- (e) Proposed project schedule and deliverables;
- (f) Fix fee quotation (all inclusive) and proposed payment schedule;
- (g) Any other information in support of the proposal.

**Submission of Proposal**

Please note that:

- (a) Proposal must be in writing and email to: [smeictaward@isia.org.hk](mailto:smeictaward@isia.org.hk) or fax to 2622-2731
- (b) Closing date and time : 15 Jan 2014, 12:00 noon
- (c) For enquiry and further details: Mr. Wong at 2622-2867