

QUESTIONS AND ANSWERS PERTAINING TO THE OPEN CALL FOR TENDER

IMI.2017.OP.209
 “IMI 10th Anniversary Campaign”
 Date: 22/12/2017

	QUESTION	ANSWER
1.	In order to design a realistic timing, could you please specify which is the estimated start date of contract implementation?	It is foreseen that the ensuing service contract will be signed in March, 2018 and that implementation will begin immediately upon contract conclusion.
2.	Regarding the "Social media expert" (par. 3.2.3 Technical and professional capacity criteria and evidence, section a. Criteria relating to the team delivering the service, B6 Social media expert): Could you please clarify whether this professional must be responsible for the daily management of Twitter account or if he/she will be only responsible for the preparation of the social media visuals and the campaign? More precisely, could you please specify if the management of IMI social media accounts will be a responsibility of your internal staff or of the Contractor?	The level of involvement of the social media expert should be proposed in tenderers' workflows, as prescribed in Section 2.3 of the tender specifications. The final workflow will be agreed with the IMI Programme Office upon signature of the contract. It should be understood, however, that the contractor's access to the IMI account should very be limited.