



WATER AND SEWERAGE CORPORATION
P. O. Box N-3905, 87 Thompson Blvd, Nassau Bahamas
Website: www.wsc.com.bs



“Committed to Growth; Committed to Quality

REQUEST FOR PROPOSALS

DEVELOPMENT AND IMPLEMENTATION OF A PUBLIC RELATIONS CAMPAIGN

Commonwealth of The Bahamas
WSC Support Program
Water and Sanitation
Loan No.: 2624/OC-BH
Project No.: BH-L1028
Selection Process No.: 237/2/PR-PROJ-CON

The Water and Sewerage Corporation (WSC), has received support from the Government of The Bahamas and loan financing, (Loan No.2624/OC-BH-L1028) from the Inter-American Development Bank (IDB), for the WSC Support Program – New Providence Water Supply and Sanitation Systems Upgrade.

The Corporation now invites proposals to provide consulting services for the **DEVELOPMENT AND IMPLEMENTATION OF A PUBLIC RELATIONS CAMPAIGN**. The objectives of the campaign include: -

1. Improving communications between the Corporation and its customers,
2. Ensure awareness and buy-in from customers and residents of the Bahamas for the WSC Support Program,
3. Assist with a customer win-back campaign,
4. Ensure that residents of the Bahamas are informed of any public works that are carried out as part of the WSC Support Program,
5. Carry out a successful PR Campaign that coordinates the efforts of key actors and helps transfer knowledge to the Corporation staff responsible for PR activities.

This Request for Proposal (RFP) is **open to all suitably qualified Bahamian consultants**.

Firms will be selected in accordance with the procedures set out in the Inter-American Development Bank: [Policies for the Selection and Contracting of Consultants financed by the Inter-American Development Bank](#) (GN-2350-9) and is open to all eligible consulting firms as defined in the policies.

Interested firms may obtain electronic copies of the RFP by email request to the persons identified below, starting Monday May 6th, 2013.

The deadline for the submission of proposals is 12 Noon, Thursday June 6th, 2013.

Original:
Glen Laville
General Manager
Water and Sewerage Corporation
87 Thompson Boulevard
P.O. Box N-3905
Nassau, BAHAMAS

E-Mail: wcglaville@wsc.com.bs

Copy:
Preston A. Rahming
Project Management Unit
Water and Sewerage Corporation
87 Thompson Boulevard
P.O. Box N-3905
Nassau, BAHAMAS

E-Mail: wcprahming@wsc.com.bs