

GUYANA POWER & LIGHT INC. EXPRESSIONS OF INTEREST

GPL-PD-046-2024 CONTENT CREATION

1. Purpose

The Guyana Power & Light Incorporated Inc. (GPL) is seeking Expressions of Interest (EOI) from individuals and companies to create and produce engaging content for Social Media and Video Infomercials to communicate information and improve customer engagement.

2. General Information

GPL invites individuals or companies to submit Expressions of Interest relative to Content Creation.

3. List of Goods and Service

The list of required Goods and Services are as follow:

- Content Creation for the various social media platforms

4. Pre-qualification Minimum Requirements:

To pre-qualify interested Proponents **MUST**:

- **Relevant Experience:** Proven experience in creating content for social media (Facebook, Tik Tok, Instagram) platforms.
- **Samples of Work:** Submission of five (5) previous projects within the last twelve months, including content that demonstrates creativity and expertise.
- Ability to incorporate current content trends to create engaging materials.
- Expression of Interest letter

5. Clarifications

Interested parties may request clarifications on this Expression of Interest no later than five (5) business days before the stated closing date. Request for clarification must be sent in writing or electronic mail to:

Supply Chain Officer - Procurement

Guyana Power & Light Inc.

40 Main Street, Kingston, Georgetown

Tel: + 592 626-6404

Email: kgeorge@gplinc.com

6. EOI Submission

The Expression of Interest **must** be submitted **only in English Language** on or before **November 06, 2024** to the below email address bearing the following subject: **Confidential: CONTENT CREATION** and sent to: **quotations@gplinc.com**

7. Preliminary Examination of EOI's

Upon receipt of EOIs, GPL at its discretion may communicate with any **or** all applicants for clarifications in the EOIs received.