

Call for tender – Multiple framework contract in cascade for event management, event design and event branding

The Alliance of Liberals and Democrats for Europe Party (ALDE Party) brings together parties with common liberal, democrat and reform ideas from more than 40 European countries. The Brussels-based ALDE Party Secretariat supports the activities of the Party; organises its meetings; manages its external communication; and facilitates European policy development and networking amongst liberal parties.

Purpose of the contract

The objective of this call for tender is to select up to two contractors which will carry out tasks in the field of events management services, in the specific context of the organisation of the statutory events of the ALDE Party: the annual Congress and the Council, but also other ad hoc events.

The events under the scope of this framework contract are:

- The ALDE Party Congress, which is the annual flagship event of the party. The annual Party Congress, which is the supreme decision-making forum, highlights key political issues for high level debates. The Congress brings together delegates from all our member parties, our parliamentary group, liberal democrat Commissioners, Ministers, MPs and representatives of the European Liberal Youth. Congress delegates elect the ALDE Party Bureau members and adopt the political resolutions and common electoral programme for the European elections. Every year a number between 700 and 1200 European liberals come together in a selected country of the EU region to discuss about politics, elect bureau members and engage in different activities in 2/3-day event.
- The ALDE Party Council composed of a smaller number of representatives (around 250 participants in person), discusses membership applications and approves the annual budget of the party in 1 day and half of event. The ALDE Party Council is the party's second highest decision-making body and meets at least twice a year (once during the Congress). Delegates of full member parties are empowered to speak and act on behalf of the ALDE Party. Councils may happen in EU and not EU countries.
- Any other events based on requests. For this specific case, the Party would consider a separate budget and a different ad hoc agreement with the contractor.

The workload can vary according to the size, format or configuration of the event.

Nature and duration of the contract

A framework contract (FWC) establishes a mechanism for future repetitive purchases by the contracting authority (ALDE Party) to be awarded in the form of specific contracts/order forms. The signature of a FWC does not impose an obligation on the contracting authority (ALDE Party) to conclude specific contracts with a framework contractor.

This procedure will result in the award of multiple framework contracts in cascade with **two contractors**. The maximum duration of the contract will be four years since the signature of the framework contract.

For the award of multiple framework contracts in cascade the tenders deemed admissible as a result of the evaluation will be ranked in order to establish a list of contractors and a sequence in which they will be offered specific contracts during the implementation of the framework contract. The modalities of implementation of the framework contract in cascade will be set out in the contract.

Estimated value of the contract (4-year multiple framework contract): 2.800.000 excluding VAT based on an indicative annual expenditure of €700,000 excluding VAT. These values are provided for reference purposes only and do not constitute any obligation for the ALDE Party to commit to these amounts.

Price revision

The fees stipulated in the offers submitted to this tender are subject to potential review and adjustment to account for inflationary factors as of year 2 following the signature of the agreement. Such adjustments, if necessary, will be determined based on changes in the Consumer Price Index (CPI) or any other relevant inflation metrics, as outlined by the appropriate authority or index from the country in which the tenderer is based in. The exact conditions for the price review will be stipulated in the contract.

General considerations and requirements

It is essential that the contractor makes sure that all communications, printed materials, programmes, messages and visual elements related to the organised event are consistent with the political messages of the Party, in line with the input given by the Policy unit at ALDE Party, in charge of developing the event's political content.

Services and Products provided by the contractor should fulfil the following minimal requirements:

- The needs of persons with disabilities and/or reduced mobility will have to be considered and met during the performance of the required services
- Hotels and venues certified as environmentally friendly (where possible) and well connected with the public transport
- Exhibition, signposting and promotional items made from sustainable materials and with environmentally friendly process
- Where possible, green transport to limit CO2 emissions
- Where possible, offsetting of CO2 emissions
- Where possible, organic, fair-trade catering with plant-based options as part of the menus
- All the staff employed by the contractor need to possess the necessary documents to travel and work in any countries where events are organised

Detailed description of the services to be provided

People

The contractor will be responsible for coordinating all those needed for a successful event.

The flat rate price, referred to in Annex I (pricing offer) of this tender includes:

- Presence of the responsible project coordinator during all the necessary meetings to ensure the smooth running of the event.
- Continuous and regular management of information flows between the contractor and the Party and any service provider managed by the contractor. Guiding all those involved through the whole process, including for monitoring timelines, preparing briefings, and preparing templates for scenarios, etc.
- Availability at least from 09:00 to 17:00 local time in the preparation phase of the event.
- Coordinating and supervising services before, during and after the event.
- Ensuring respect of the event's preparation schedule and of the deadlines set for milestones and relevant tasks.
- Ensuring the collection and sharing of statistics and information on event execution for a post-event evaluation.
- Performing risk assessment and proposing mitigation measures for the event.

The Party should set out the policy content, objectives, target audience, duration format and budget of the event. Based on this, the contractor may be asked to develop an attractive concept.

The contractor will also identify all the necessary organisational steps and establish a timeline for implementation. On this basis, the contractor will provide an event concept, to be quoted as flat rate in the price list.

Staff for event-related services specialists:

- Moderator (if requested)
- Photographers
- Videographers
- Stage manager
- Caller of the show
- Any other specific technical profile as requested by the specificity of the event

All specialists must possess a sufficient knowledge of spoken and written English, corresponding at least to upper intermediate level, unless specified otherwise.

Travel and accommodation for specialists need to be included in the general quote of the event.

The Contractor might be asked to provide:

- Events assistants
- Security services
- First and medical services
- Protocol

Event's Concept & Communication

The policy, the content of the programme and the invitation of the VIPs will be managed directly by the Party; however, the contractor will be asked to

provide some inputs on:

- Event concept
- Events sessions and their formats, including creative inputs for using technology
- Designing and planning options in line with the format of the event, including branding and event-specific branding

The Contractor will advise, assist and cooperate with the Party on communicating the event, as required. Communication services include the following:

- Creating a visual identity respecting the guidelines and adaptation to different formats
- Adapting an existing visual identity, including to different formats
- Providing communication materials in various print and digital formats based on requests

EQUIPMENT AND TECHNICAL SUPPORT

Venue

The contractor will help the Party identify and rent a suitable venue or venues, including plenary rooms, breakout/workshop rooms, catering spaces, exhibition spaces, offices, studios for virtual events and any other rooms or spaces needed as well as venues for off-site sessions or off-site events. The contractor will be required to analyse and report on the inventory (furniture, audiovisual and IT equipment) included in the rented venue.

Venues should be suitable for the event in question. This applies not only to the infrastructure but also to the character of the venue and its relation to the theme of the event.

Venues should be compliant with the applicable legislation on safety.

The Contractor should always propose a minimum of three different venues and provide a technical specifications report for each venue mentioning clearly which services are included in the rental of the venue. Additional necessary services not included in the rental must be quoted separately.

Once a venue is selected, the contractor will perform at least one site visit to the selected venue.

The services to be provided for venue selection and rental include:

- Venue selection and rental (per event day, including necessary set-up and dismantling time);
- Providing floor plans;
- Providing a list with items and furniture included in the rental;
- Providing access to the venue, including outside office hours and on weekends/ public holidays;
- Providing storage space for event material;
- Providing spaces to host, for example, a security and registration area, cloakrooms, etc.;
- Providing clothes/luggage racks, hangers and/or other furniture and tickets for cloakrooms.

Other services and items that might be provided under this section include:

- Providing furniture, equipment, structures, stanchions and other items needed;
- Providing natural plants;
- Providing extra air conditioning, ventilation, heating, electricity, water as appropriate.

The contractor will provide a concept and produce interior and exterior signposting for events. The Party requires creative, high-quality visuals. Preference should be given to digital signposting. For non-digital signposting, quality design and materials are necessary. Any signposting needs to tie in with the event concept.

Catering

The contractor is required to provide quality food and beverages, as well as relevant staff, material or services when requested. Catering and related services must be quoted at market price.

Single-use items (plastic bottles, plastic cutlery, plastic or paper plates etc.) are not permitted, unless biodegradable or in duly justified cases, accepted in writing by the Party.

Plates, glasses, cups and tableware must be of reusable (porcelain, glass, metal, etc.) or sustainable material (wood, bamboo, metal and slate are good alternatives). Coffee machines should not use plastic or non-recyclable capsules. Beverages are to be served from glass bottles or via a water fountain, in glasses only. Sustainable buffet and table decoration must be provided by the caterer.

AV and IT related services

The contractor will advise the party on any innovative, creative, cutting-edge and new technology that could bring the event concept to life, as well as implement that technology and provide on-site support. Contractors need to stay up to date with the most recent trends in technology and be able to adopt and implement innovations quickly during the duration of the framework contract.

AV and IT equipment should cover the needs for all type of event formats such as in-person, hybrid and virtual events. All multimedia and other technical material must be of a high standard and sufficiently powerful as to be able to precisely meet the requirements of the event/conference.

The contractor can be asked to propose up to three different options and provide a technical specifications report for each option mentioning clearly which services are included. The Party might request a mock up or a live presentation of the tool in case of a new technology.

Additional necessary services not included in the tool must be quoted separately.

When, in some cases, the tool and technology is proposed by the Party, the quotation does not apply.

The price quoted for packages and options under this section should be offered as a service that includes enough technicians, operating and support staff to ensure the smooth running of the event. It must also include transport, necessary installation, set-up, dismantling and support

services, as well as any electricity, internet, cabling or other services, accessories or consumables needed to provide the service. All equipment needed for the technical dress rehearsal must be set up and operational by the time the rehearsal starts.

The technical package should be quoted as a flat rate per event and should vary based on the event. This service includes:

- Managing the AV and IT infrastructure, online platform and interactive tools (e.g. interactive software, live-streaming, mobile phone applications and other tools) throughout the duration of the event;
- Set up of meeting rooms and stage
- The Public address (PA) system and audio-visuals
- Video recording and filming
- Web streaming and video on demand (VoD)
- Software as a service (SaaS)
- Rental of IT equipment and related services
- Interpreting equipment, if requested
- AV Studio

Exhibition

Many events also feature stands/pavilions. While traditional stands are often needed, the contractor will also be required to come up with more innovative and creative solutions for stands/pavilions. These may feature digital displays, interactive screens and other audiovisual or IT elements. Quality materials as well as high-quality design ideas are needed.

To the extent possible, stands/pavilions should be made from sustainable, recycled or recyclable materials, using environmentally friendly processes.

Contractor can be asked to help the contracting authority (ALDE Party) with the organisation of exhibitions. For on-site exhibitions the services described in this section apply.

- Concept and management of an exhibition
- Design and production of exhibition stands

Transport, shipping and storage of material for events

In many cases, items will have to be transported to the event venue and sent back as instructed by the Party. The point of departure and return must be specified in the specific contract.

Out of ecological considerations, the contractor will have to send all material which cannot be produced locally to the place of the event in the most efficient, sustainable, cost and resource effective manner (grouped shipment).

OTHER GOODS AND SERVICES

Events are sometimes complex projects and the specificity of some of them cannot always be predicted. Unforeseen events may occur throughout the lifespan of a framework contract (political, economic, social, technological, ecological or legal developments) and create new needs.

Other goods and services not mentioned specifically may therefore be needed to organise an event successfully.

The Party may also identify a new type of good or service, not initially covered in the framework contract, which is becoming an important part of any modern, innovative and successful event.

In this case, the Party will negotiate with the contractors the possibility of adding the service(s) in question to the list of services and, where appropriate, the price list.

Subcontracting

The contractor may not conclude subcontracting contracts or cause them to be performed in fact by third parties, without the written authorization of ALDE Party.

Exclusion and selection criteria

1. Exclusion criteria

Participation in this tender procedure is only open to tenderers (all entities involved, including subcontractors and consortium members) that are not in a situation of exclusion as specified in Annex II, which includes:

- bankruptcy and insolvency situations.
- non-payment of taxes or social security contributions
- grave professional misconduct
- fraud, corruption, participation in a criminal organisation etc.
- serious breach of contract.

2. Selection criteria (technical needs)

- A minimum of 5 years of experience in event organization.
- Due to the international nature of the organization, only tenderers that can guarantee their customer services to have knowledge of the English language will be considered.
- The winning bidder should be able to start providing services as of March 2025.

Award criteria

The contract will be awarded on the basis of the best value for money award criteria, taking into account both quantitative and qualitative criteria weighted as indicated in the table below.

Should the outcome of the evaluation lead to two or more tenders with the same result, the tenderer who has been awarded the highest marks for quality will be deemed to be the most economically advantageous tender. This approach will continue to be applied to each of the award criteria in the order listed above until a most economically advantageous tender can be determined.

The quality of the tender will be evaluated based on the following criteria:

- The maximum total quality score is 100 points;
- For each of the individual technical award criteria, tenders must obtain a minimum of 50% of the maximum number of points;
- Only the three tenderers with the most points will be taken into account for further evaluation. In the event of a tie in the number of points, all tenderers ranking among the top three positions—whether sharing a position or holding it exclusively—will be invited to proceed to the next and final stage of the tender evaluation process.

Qualitative award criteria (60%)	Supporting evidence	Maximum points
Quality and relevance of the methodology set out in the tender (this criteria refers to the quality and relevance of the technical tender to perform the requested services) - maximum of 5 A4 pages, with the cover page excluded.	The tenderer must demonstrate in their offer the relevance of the methodology and tools proposed to carry out the requested services	25
Agency's profile - maximum of 5 A4 pages, with the cover page excluded.	The tenderer must submit information on the agency's experience, types of events organised, composition and experience of the staff.	25
Client portfolio - maximum of 2 A4 pages, with the cover page excluded.	The tenderer must submit a list of relevant clients, including the duration of the agency's collaboration with them and a project reference: one for big events, two for standard events ¹ .	25
Creativity and innovation of the proposed solution (this criterion aims to evaluate the tenderer's creativity in designing event and exhibition concepts, a visual identity, etc., and how innovative they will be in the technological solutions they propose) – no page limit	The tenderer must explain: (1) the creativity and consistency to deliver concepts and designs; (2) the measures they will take to provide the most appropriate, effective and innovative technologies.	25
	Total maximum points	100

¹ An event is considered small if it has no more than 100 on-site and/or remote participants combined. An event is considered standard if it has 100-300 on – site and/or remote participants combined. An event is considered big if it has more than 300 on-site participants.

Quantitative award criteria (40%)	Minimum points	Maximum points
Overall economic offer as indicated in Appendix I	50	100

How to apply

Please apply by sending a detailed proposal in French or English, addressing the below elements:

1. Agency's profile: provide information on the agency's experience, types of events organised, details of the composition of the staff that would work with us, etc. It must be in a pdf document of up to five A4 pages and an agency showreel in PDF, PPT, MP4, or MOV format.
2. Provide the supporting evidence requested for each of the four qualitative award criteria.
3. Pricing structure according to Appendix I.
4. Appendix II filled out and signed.

All proposals and documentation will be reviewed by the ALDE Party Communication and Events Unit, the ALDE Party Operations Unit and the ALDE party Secretary General. The Evaluation Committee will then approve the final decision. The Committee of evaluation is composed by the aforementioned teams within ALDE Party, together with the ALDE Party Treasurer and ALDE Party Financial Advisory Committee.

By submitting a proposal and the required documentation, participants agree to the terms and conditions outlined in this Call for Tender. The maximum duration of the agreement described in this tender is 4 years, from 2025 until 2028.

Deadlines

Agencies must confirm their participation in the tender by 23 January 2025. Confirmation emails should be sent to events@aldeparty.eu with a copy to mcpastena@aldeparty.eu, using the subject line: "TENDER – event management, event design and event branding 2025".

Agencies are required to submit their proposals (including all the documentation requested in the "How to apply section") no later than 2 February 2025. **Please note that the previous deadlines to participate and submit the requested documentation, on 15 January 2025 and 26 January 2025, respectively, are no longer valid, and the new deadlines are 23 January 2025 and 2 February 2025.**

The evaluation process will consist of two phases. During the initial phase, the qualifying round, set to be completed by 20 February 2025, points will be assigned based on the award criteria, with each criterion weighted as specified. The four agencies achieving the highest scores will be invited to deliver a presentation, either online or in person (if possible) during the week of 27 February 2025. The four agencies that progress to this stage will be evaluated comprehensively. The successful tenderers will be chosen from among these finalists. The final decision will be communicated no later than 15 March 2025.