



## ANNEX 8 to the Tender Specifications

### DESCRIPTION OF SAMPLE TASK: EVENTS AND EXHIBITIONS SERVICES

#### 1. Objective

An important element of the EEA's work is to make the environmental information it prepares known to current and potential user groups. Carefully chosen events, in particular those which enable the Agency to reach multipliers and key users, is one important communication channel. The cost per contact will be higher than for most other means of communication, but on the other hand the impact on the individual client is potentially much bigger with a direct person to person contact.

As a sample task to help evaluate companies responding to the above call for tender, the bidders are requested to present a cost estimate for the event and exhibition described below.

#### 2. Sample task - event

##### **A one-day conference with EEA as sole organiser on the theme of "Biofuels – potential and limiting factor for Europe"**

Participants: App 120 transport and environment experts from EEA member countries

Venue: Conference facility in Brussels

Date: January 2016

##### **Planning**

- Participate with a senior consultant in three planning meetings at the Agency, each lasting ½ day.
- Prepare time plan with deadlines for technical preparations
- Prepare cost estimate

##### **Preparation**

- Duplicate and dispatch 300 invitations to addressees in Europe, addresses delivered by the EEA in Excel format. Invitations consisting of a one b/w page cover letter and a two-sheet b/w A4 programme in C4 envelopes with address stickers (document originals and address list delivered as electronic files by the EEA). Estimate to include postage
- Duplicate and dispatch 100 reminders with the same content as above (including postage)
- Receive accepted invitations and register participants
- Select, negotiate price and book a suitable conference venue with catering facilities for lunch and coffee (NB: the actual rental fee for the venue is not to be included in the sample quotation, only the contractor's man-hour costs associated with selecting and booking it)
- Maintain contact with venue subcontractor and oversee technical preparation of venue
- Prepare and produce info packs for 120 participants containing



- name badge with EEA logo in three colours
- three background documents, each consisting of 50 double-sided photocopied b/w pages + colour front cover (electronic originals delivered by the EEA)
- canvas carrying bag big enough for A4 documents with imprint on one side in four colours
- Transport above material to the conference venue

**Creative input – concrete proposals to be developed as part of sample task:**

- Propose merchandise item for conference bags that is appropriate for the EEA and suitable for the theme of the conference and the target group (NB: Just the creative proposal, not an actual cost estimate for the production of the item).
- Propose side activity such as a quiz, cultural activity or similar that is entertaining yet relevant to the theme of the conference. (NB: Just the activity proposal, not an actual cost estimate for it).

**Event execution**

- Have one consultant on site to maintain contact with conference venue provider in order to solve practical problems during the event
- Man an on-site registration/info point with two assistants/secretaries for the duration of the event, undertake registration, distribute info packs to participants, respond to requests

**3. Sample task - exhibition**

- Cost estimate for a 18 m2 booth package stand at the EAGE Earth sciences conference in Madrid, Spain 1-4 June 2015

<http://www.eage.org/event/index.php?eventid=1237&evp=13787>

Estimate is not to include any actual costs related to floor space and equipment rental, merchandise production or freight charges etc., merely the costs for the contractor's man-hours required for carrying out the work with preparation, booking etc.

**Planning**

- Participate with a senior consultant in a planning meeting at the Agency, lasting ½ day
- Prepare time plan with deadlines for technical preparations
- Prepare cost estimate

**Preparation**

- Maintain contact with exhibition organiser to ensure that all deadlines and technical requirements are respected. Keep EEA project manager continuously updated on developments
- Rent two pcs, one with a 42" screen with speakers and floor stand
- Rent carpet, reception counter, storage cabinet, two chairs, four brochure racks and four floor-standing plants



- Design and produce exhibition panels in colour for the stand walls, all in all 2.5 high x 12 m. wide. Panel content to be based on design guidelines provided by the Agency. Text to be delivered in electronic format by the Agency and ten images with earth science and environment motives to be procured from Istockphoto (<http://www.istockphoto.com/index.php>) image library.
- Prepare stand, mount displays and set up pc/screen ahead of event.

**Creative input – concrete proposals to be developed as part of sample task:**

- Propose a concrete merchandise item for use on the stand that is appropriate for the EEA and suitable for the theme of the conference and the target group
- Prepare an actual layout sketch for the back wall poster 2.5 metres high by 12 metres wide containing a striking image and 2-3 messages relevant to the theme of the conference. The design is to abide by the EEA graphic design guidelines <http://www.eea.europa.eu/about-us/documents/corporate-identity-manual/conference-material>

**Exhibition execution**

- Have a senior consultant at the venue for the duration of the event to maintain contact with the organisers and solve technical problems
- Provide two assistants/secretaries on the stand for the four days to help with practical tasks and ensure that the exhibit remains tidy, refilling brochure racks, hand out printed information and log number of visitors.
- Dismantle displays after event. Organise for the return shipment of the panels and ten boxes with a total of 150 kg of publications to the EEA in Copenhagen (estimate not to include actual freight cost, just the contractor's man-hours).