

PRIVATE & CONFIDENTIAL

INSTRUCTIONS DOCUMENT

REQUEST FOR TENDERS

FOR

GLOBAL PR STRATEGY DEVELOPMENT SERVICES

TOURISM IRELAND REFERENCE NUMBER: Ref: TI/BCM/2023 -10

CLOSING DAY: MONDAY

CLOSING DATE: 8th MAY 2023

CLOSING TIME: 12:00 HOURS [GMT]

DATED ISSUED: 3rd APRIL 2023

-
- Responses must be submitted via the electronic postbox available on www.etenders.gov.ie.
 - Only responses submitted to the electronic postbox will be accepted. Responses submitted by any other means (including but not limited to by email, fax, post or hand delivery) will NOT be accepted.
 - Candidates must ensure that they give themselves sufficient time to upload and submit all required documentation before the Tender Deadline (as defined in the timetable and above).
 - Candidates should take into account the fact that upload speeds vary. There is a maximum of 4GB for the total (combined) documents sent to the electronic postbox.
 - In order to submit a document to the electronic postbox, please note that you must click "Submit Response". After submitting you can still modify and re-send your response up until response deadline. Candidates should be aware that the 'Submit Response' button will be disabled automatically upon the expiration of the response deadline.

LATE SUBMISSIONS CANNOT BE ACCEPTED

INTRODUCTION AND CONTRACTING AUTHORITY

- 1.1. Tourism Ireland Limited (hereinafter referred to as “Tourism Ireland”) established under the framework of the Belfast Agreement, is the all-Ireland marketing company set up to market the island of Ireland as a holiday destination to overseas markets. Tourism Ireland has two key goals - to increase tourism to the island of Ireland and to support Northern Ireland to realise its tourism potential.
- 1.2. The Dublin office of Tourism Ireland wishes to enter a contract with a PR Strategy Development Consultant to develop a Global PR Strategy and inform publicity planning in 2024
- 1.3. The appointment is being made by a process of competitive tender using the Open Procedure. The regulatory framework applicable to the tender process comprises Directive 2014/24/EC of the European Parliament and of the Council, on the coordination of procedures for the award of public works contracts, public supply contracts and public service contracts implemented into Irish law by European Communities (Award of Public Authorities Contracts) Regulations 2006. The tender process is being conducted in compliance with the legal framework established by this legislation.
- 1.4. Suitably qualified Tenderers are hereby invited to submit a Tender.

2. PROJECT DESCRIPTION

- 2.1. On 3rd April 2023 Tourism Ireland published a Contract Notice on the Irish Government Portal, www.etenders.gov.ie and in the Official Journal of the European Union advertising this project.
- 2.2. Tourism Ireland delivers an international programme of publicity and PR activity as part of its remit to market the island of Ireland as a holiday destination. The organisation is seeking a contractor that can provide independent advice, facilitation and expertise in the development of a global PR strategy for 2024, as well as campaign planning for 2024.

Tourism Ireland’s detailed requirements are set out in the Specification Document attached at **Schedule 1**.

- 2.3. The Contract Period will be for one year initially, and whilst not yet confirmed and subject to budget availability, Tourism Ireland is considering the option to continue to work with the successful vendor on plans to support 3-4 global marketing campaigns annually, for a period of 2 years from 2024 - 2025, with the option to extend for a further 2 years, at Tourism Ireland’s discretion. Annual renewal, if applicable, will be subject to budget and annual performance review, and other factors.
- 2.4. It is anticipated that the Contract will commence in July 2023

3. TENDER STRUCTURE AND LANGUAGE

- 3.1. Tenderers are required to structure their Tender in the format set out in the Form of Tender document attached at **Schedule 2**.
- 3.2. The Tender and all accompanying documents are to be in the English language.

4. SUBMISSION OF TENDERS

- 4.1. Tourism Ireland reserves the right, at its sole discretion, to extend the closing date for receipt of responses by giving notice in writing to Candidates before the original Closing Date expires.
- 4.2. The deadline date for receipt of completed responses via the postbox on www.etenders.gov.ie is **no later than 12:00 hours GMT on Monday 8th May 2023.**
- 4.3. Responses must be submitted via the electronic postbox available on www.etenders.gov.ie. Only responses submitted to the electronic postbox will be accepted. Responses submitted by any other means (including but not limited to by email, fax, post or hand delivery) will NOT be accepted.
- 4.4. Candidates must ensure that they give themselves sufficient time to upload and submit all required documentation before the Tender Deadline (as defined in the timetable at Appendix 3). **Candidates should take into account the fact that upload speeds vary. There is a maximum of 4GB for the total (combined) documents sent to the electronic postbox.**
- 4.5. In order to submit a document to the electronic postbox, please note that you must click “Submit Response”. After submitting you can still modify and re-send your response up until response deadline. Candidates should be aware that the ‘Submit Response’ button will be disabled automatically upon the expiration of the response deadline.

5. QUERY PROCEDURE

- 5.1.1. All queries must be submitted before the deadline of **12:00 hours (GMT) on Monday 17th April 2023**
- 5.2. To enable responses to be issued to all interested Candidates prior to the deadline date for the receipt of applications.
- 5.3. All queries in relation to this request for tender must be via the messaging option on www.etenders.gov.ie. Responses will be circulated to all Candidates. The identity of the person making a query will not be disclosed when circulating the response.
- 5.4. If Candidates consider their query is of a confidential or commercially sensitive nature, the Candidates must mark the query as confidential. If Tourism Ireland considers, at their sole discretion, that a query is not confidential, Tourism Ireland will notify the Candidate of its decision and the Candidate will have the opportunity to withdraw the query or re-submit it on a non-confidential basis
- 5.5. On no account is the Tenderer to contact or communicate with any other person in Tourism Ireland concerning this Request for Tenders unless Tourism Ireland redirects the enquiry.
- 5.6. Tourism Ireland will endeavour to respond to all reasonable queries received on or before the date specified in Section 5.1 but does not undertake to respond to all queries received.
- 5.7. Subject to Section 5.2, the query and Tourism Ireland’s response will, where appropriate, be communicated to all Tenderers, without disclosing the name of the Tenderer who initiated the query.
- 5.8. If a Tenderer believes a query and/or its response relates to a confidential or commercially sensitive aspect of its Tender, it must mark the query as “Confidential” and state the reason(s) why. If Tourism Ireland, at its absolute discretion, is satisfied that the query and/or its response should be properly regarded as confidential or commercially sensitive, the nature of the query and its response shall be kept confidential, subject to any obligations under law. If a Tenderer has designated the query as Confidential or commercially sensitive and Tourism Ireland decides that the response should be sent to all Tenderers, Tourism Ireland will so notify the Tenderer concerned, who will have the option of withdrawing the

query. Tourism Ireland may still issue any information it considers appropriate to all Tenderers following withdrawal of the query.

- 5.9. If a Tenderer becomes aware of any ambiguity, discrepancy, error or omission in or between these documents, it must immediately notify Tourism Ireland, even after the date specified in Section 5.1 has passed.

6. CURRENCY OF TENDER

- 6.1. Tender prices shall be in Euro (€).

7. VALUE ADDED TAX

- 7.1. All prices must be exclusive of VAT.

8. PROJECT PRICE

- 8.1. The proposal should lay out clearly all costs to be included in the contract including the following: for the purposes of establishing a rate-card and evaluation of Tenders, all Tenderers are required to complete, as part of their Tender Response submission, rate card information as prescribed in the Excel Workbook - GlobalPR.XLS.

9. VALIDITY PERIOD OF TENDER

- 9.1. All details of the Tender, including prices and rates are to remain valid and open for acceptance for twelve (12) calendar months from the Tender Deadline.

10. PROCUREMENT TIMETABLE

- 10.1. Tourism Ireland expects to complete the tender process in accordance with the indicative timetable set out in **Appendix 3**. Tourism Ireland reserves the right in its absolute discretion to amend the timetable.

11. MODIFICATION OF THE REQUEST FOR TENDERS/SUPPLEMENTAL INFORMATION

- 11.1. Tourism Ireland reserves the right to update, delete, vary, extend or alter this Request for Tenders and the information and documents contained herein at any time by notice in writing to Tenderers.
- 11.2. Any advice of a modification to the Request for Tenders shall be issued at least five days (5) before the Tender Deadline and shall be issued as an addendum to, and shall be deemed to constitute part of, the Request for Tenders. If necessary, Tourism Ireland shall revise the Tender Deadline in order to comply with this requirement.

12. PREPARATION COSTS

- 12.1. Each Tenderer's costs will be the sole liability of that Tenderer. Tourism Ireland has no obligation to reimburse the Tenderer in respect of costs incurred by it in the preparation of its Tender or otherwise as a result of its participation in the tender process, whatsoever or howsoever arising.

13. TOURISM IRELAND'S DISCRETION

- 13.1. Tourism Ireland does not undertake to accept the lowest Tender, or part or all of any Tender and the acknowledgement of receipt of any Tender shall not constitute any actual or implied agreement between Tourism Ireland and the Tenderer. Tourism Ireland reserves the right to accept any part, or all, of any Tender or Tenders at its sole discretion.

14. INDEPENDENT TENDER

- 14.1. By submission of a Tender, the Tenderer warrants that:
- 14.1.1. There has been no consultation, communication, agreement or understanding for the purpose of restricting competition, as to any matter relating to prices, with any other Tenderer or with any competitor;
 - 14.1.2. Unless otherwise required by law, the prices that have been quoted in the Tender have not knowingly been disclosed by the Tenderer, directly or indirectly, to any other Tenderer or competitor, nor will they be so disclosed; and
 - 14.1.3. No attempt has been made or will be made by the Tenderer to induce any other person or firm to submit or not to submit a Tender for the purpose of restricting competition.

15. CLARIFICATION MEETINGS

- 15.1. Tenderers and their teams will be required to attend a meeting at which they will clarify aspects of their Tender and present their proposal to Tourism Ireland. If required, these meetings will take place virtually via ZOOM or MS TEAMS during May 2023. The commencement time for Tenderers' presentations will be communicated to each Tenderer separately.
- 15.2. Tenderers must be prepared to answer questions from the evaluation panel during the meeting.

16. EVALUATION PROCEDURE

- 16.1. Tenders will be checked:
 - 16.1.1. to ensure that they have been submitted to the address indicated by the Tender Deadline;
 - 16.1.2. to ensure that they have been submitted in the required format set out in the Form of Tender in **Schedule 2**;
 - 16.1.3. to ensure that they are complete and include all documentation required; and
 - 16.1.4. to ensure that they comply with the requirements of this Request for Tenders.
- 16.2. Tenders that fail to meet any of the preliminary checks carried out under Section 17.1 may, at Tourism Ireland's absolute discretion, be eliminated from the tender process.
- 16.3. Following this, Tenderers' suitability will be assessed in accordance with the Suitability criteria set out at **Appendix 1**.
- 16.4. Tenders that meet the Suitability criteria will be evaluated in accordance with the Award Criteria set out at **Appendix 2**.
- 16.5. To assist in the evaluation of Tenders, Tourism Ireland may ask Tenderers to clarify any aspect of their Tender.
- 16.6. The Contract will be awarded to the Tenderer who has achieved the highest score by application of the Award Criteria set out in **Appendix 2**.

17. AWARD DECISION AND STANDSTILL PERIOD

17.1. Tourism Ireland's decision on the outcome of the Tender evaluation process will be communicated to Tenderers. Tourism Ireland will observe a Standstill Period of fourteen (14) days between the communication of the award decision to Tenderers and the formal conclusion of the Contract.

18. TENDER NOT RETURNED

18.1. No part of the Tender will be returned to the Tenderer.

19. TENDERER DEBRIEFINGS

19.1. Upon written request debriefings will be provided in writing.

20. CONTRACT DOCUMENTS

21.1 The successful Tenderer will be required to enter into the Contract appended at **Schedule 3**. No material amendments to the Contract will be accepted or negotiated. Should the successful Tenderer refuse to enter into the Contract on the terms set out at **Schedule 3**, Tourism Ireland reserves the right to appoint the next highest scoring Tenderer.

21.2 Tourism Ireland reserves the right to require any Tenderer not incorporated in Ireland to provide a form of legal opinion in a format to be prescribed by Tourism Ireland, confirming that the Tenderer has the requisite power and authority to enter into the Contract under the laws of the country in which it is incorporated.

21. CONTRACT MANAGEMENT

21.1. The contract will be managed on a daily basis by:

Elmagh Killeen - **Head of Brand & Marketing Communications**
Emma Gorman - **Publicity & Brand Partnerships Manager**

22. COMPLIANCE WITH REQUEST FOR TENDERS

22.1. Tenderers are required to fully comply with the Request for Tenders when preparing their Tender and participating in this tender process. It is up to the Tenderers to ensure that they fully understand the requirements of this Request for Tenders. Where a Tenderer does not fully understand the requirements, the Query Procedure should be used.

22.2. If a Tenderer fails to comply in any way with the Requests for Tenders, Tourism Ireland may (but is not obliged to) disqualify the Tenderer concerned and reject its Tender. Without prejudice to this right, Tourism Ireland may (but is not obliged to) seek clarification or further information from the Tenderer (that does not materially alter a Request for Tender) or take any other step permitted by law.

23. FREEDOM OF INFORMATION

23.1. Tourism Ireland is entitled to disclose information about this tender process, including the identity of the Tenderers, to any person. Tourism Ireland and the North/South Bodies are subject to the provisions of a Code of Practice on Freedom of Information approved by the North/South Ministerial Council. Tenderers are asked to consider if any of the information supplied by them in response to this Request for Tenders should not be disclosed because of its sensitivity. If this is the case, Tenderers should, when providing the information, identify same and specify the reasons for its sensitivity. Tourism Ireland will have regard to such a statement but is not bound by it. A copy of the Code is available at the Tourism Ireland website: <https://www.tourismireland.com/About-Us/Freedom-Of-Information>

24. CANVASSING

- 24.1. Canvassing or any effort by a Tenderer to influence any staff or agents of Tourism Ireland in relation to any aspect of the tender process may result in automatic disqualification from the tender process. Where a Tenderer has an existing relationship with Tourism Ireland or its employees, the Tenderer is advised that any discussions, correspondence, or other influences on the tender process may be treated as canvassing.
- 24.2. In accordance with Section 38 of the Ethics in Public Office Act 1995 any money, gift or other consideration from a person holding or seeking to obtain a contract will be deemed to have been paid or given corruptly unless the contrary is proved.

25. EXCLUSION FROM THE TENDER PROCESS

- 25.1. Any Tenderer shall be excluded from participation in the tender process who, to Tourism Ireland's knowledge at the time of the award, has been convicted of an offence involving:
- 25.1.1. participation in a prescribed criminal organisation;
 - 25.1.2. corruption;
 - 25.1.3. fraud; or
 - 25.1.4. money laundering.
- 25.2. Any Tenderer may be excluded from participation in the tender process who, to Tourism Ireland's knowledge at the time of the award:
- 25.2.1. is bankrupt or is being wound up, whose affairs are being administered by the court, who has entered into an arrangement with creditors, who has suspended business activities, or who is in any analogous situation arising from a similar procedure under national laws, the laws of another Member State of the European Union or a third country;
 - 25.2.2. is the subject of proceedings for a declaration of bankruptcy, for an order for compulsory winding up or administration by the court or for an arrangement with creditors or of any other similar proceedings under national laws, the laws of another Member State of the European Union or a third country;
 - 25.2.3. has been convicted of an offence concerning the Tenderer's professional conduct by a judgement which has the force of *res judicata*;
 - 25.2.4. has been guilty of grave professional misconduct provable by any means which Tourism Ireland can demonstrate;
 - 25.2.5. has not fulfilled obligations relating to the payment of social security contributions and/or taxes in accordance with the legal provisions of Ireland or the country in which the Tenderer is established;
 - 25.2.6. is guilty of serious misrepresentation in supplying or has not supplied the information required under this Section 26.
 - 25.2.7. has not signed a declaration in line with the requirements of The Fair Employment and Treatment (Northern Ireland) Order 1998 [if based in Northern Ireland]

26. CONFLICTS OF INTEREST AND REGISTRABLE INTERESTS

- 26.1. Any actual or potential conflict of interest involving a Tenderer (whether by reason of the Tenderer having or having had a role in Tourism Ireland in relation to the Contract or by reason of the Tenderer having or having had an interest in another Tenderer or another Tenderer having or having had an interest in the Tenderer) must be fully disclosed by the

Tenderer as soon as it becomes apparent. Tourism Ireland reserves the right to raise conflict of interest issues with Tenderers.

- 26.2. Where Tourism Ireland considers that the situation does not give rise to a conflict of interest or that the conflict of interest is not material, it will permit the situation to continue.
- 26.3. Where Tourism Ireland considers that the situation gives rise to a material conflict of interest, it may, at its sole discretion, permit the situation to continue subject, if necessary, to appropriate safeguards being agreed between Tourism Ireland and the Tenderer and Tourism Ireland being fully satisfied that those safeguards have been put in place and will be complied with.
- 26.4. Where Tourism Ireland considers, in its absolute discretion, that the situation can only be remedied by the exclusion of the Tenderer from the tender process, Tourism Ireland shall exclude the Tenderer.
- 26.5. Any registrable interest involving the Tenderer and Tourism Ireland or their relatives must be fully disclosed in the Tender, or must be communicated to Tourism Ireland immediately upon such information becoming known to the Tenderer, in the event of this information only coming to the Tenderer's notice after the submission of a Tender and prior to the award of the Contract. The terms 'registrable interest' and 'relative' shall have the meaning prescribed by the Ethics in Public Office Act 1995.

27. CONFIDENTIALITY

- 27.1. All documents issued and information given to Tenderers must be treated as strictly confidential. Tenderers should not release details of the tender documents other than on an "In Confidence" basis to those who have a legitimate need to know or whom they need to consult for the purpose of preparing their Tender, or as otherwise required by law.

28. DATA PROTECTION

To the extent that any Personal Data is processed by the successful bidder in connection with the provision of the Services or otherwise, the provisions set out in Tourism Ireland's 'Data Processing Terms' shall apply to such processing. The Successful bidder will be required to sign up to these Data Processing Terms as part of the overall contract with Tourism Ireland.

29. TAX CLEARANCE

- 29.1. Tenderers shall also be aware that a tax clearance certificate will be required from the successful Tenderer prior to entering into the Contract. It will be a condition of the award of the Contract that the successful Tenderer must comply with the terms of the Department of Finance Circular 43/2006: Tax Clearance Procedures: Public Sector Contracts, or any replacement. These certificates and clearance requirements will be required prior to the contract award but do not have to be submitted as part of any Tender at this stage. Tenderers may obtain further information regarding their taxation obligations from www.revenue.ie

30. APPLICABLE LAW

- 30.1. The laws of Ireland shall apply to this tender process and the process shall be subject to the exclusive jurisdiction of the Irish courts.

31. IMPORTANT NOTICE

- 31.1. The information set out in this Request for Tenders is made available on the condition that it is used in relation to preparing Tenders and for no other purpose. Tenderers must make

their own investigations so as to form their own view as to the accuracy and completeness of the statements contained herein and to satisfy themselves as to the commercial value of entering into the Contract.

- 31.2. Whilst the information in this Request for Tenders has been prepared in good faith, it does not purport to be a comprehensive review of all matters relevant to Tourism Ireland's requirements and neither Tourism Ireland nor its advisors will accept any liability or responsibility for its adequacy, accuracy or completeness, nor do they make any representation, warranty or undertaking, express or implied, with respect to the information contained in this Request for Tenders or future information supplied in connection with the Contract. No person has been authorised by Tourism Ireland, its advisors or consultants, to give any information or to make any representation not contained in this Request for Tenders and, if given or made, any such information or representation shall not be relied upon as having been so authorised.
- 31.3. By participating in this tender process, Tenderers acknowledge that there does not exist any contractual or quasi-contractual relationship between Tourism Ireland and Tenderers prior to the execution of a formal contract. The Request for Tenders does not constitute a contract.
- 31.4. Tourism Ireland reserves the right, without notice, to terminate the process or change any part of the tender process including the time limits and procedures for the tender process. In such circumstances, Tourism Ireland and its advisors shall not be liable to any persons as a result thereof.

32. APPENDICES AND SCHEDULES

- 32.1. The following Appendices and Schedules are attached to this Request for Tenders:

Appendix 1: Pre-qualification and Suitability Criteria

Appendix 2: Award Criteria

Appendix 3: Indicative Timetable

Schedule 1: Specification Document

Schedule 2: Form of Tender Response Document

Schedule 3: Services Contract

APPENDIX 1- PRE-QUALIFICATION / SUITABILITY CRITERIA

All qualifying Tenders received will be evaluated against the pre- Tenders will be evaluated in sequential steps:

Step 1: Completeness of Request to Participation in the format prescribed in the Response Document;

Step 2: Candidates must meet all of the PASS/FAIL pre-qualification criteria listed below:

Pre-qualification Criteria, Rules & Weightings applicable		
REF	PASS/FAIL CRITERIA	PASS REQUIREMENT
A1	European Single Procurement Document ESPD	Candidates must complete the Electronic European Single Procurement Document (eESPD) which is accessible via the Response Page on www.eTenders.gov.ie
A2	Financial Capacity	Candidates must declare below they satisfy the financial and economic standing requirements set out below and they are able, upon request and without delay, to provide the supporting documentation to Tourism Ireland in each case. (i) Turnover during any of the previous 3 financial years was at least: € 350,000 NOTE #1: in the case of the Tenderer being a grouping, the condition at (i) above may be satisfied by the group members as a whole.
A3	Insurance Requirements	Candidates must declare below that they satisfy the minimum insurance requirements set out below and they are able, upon request and without delay, to provide the supporting documentation to Tourism Ireland in relation to insurance cover for: <i>(i)Employer’s Liability Insurance with indemnity limit of €13,000,000</i> <i>(ii)Public Liability Insurance with an indemnity limit of €6,500,000</i> <i>(iii)Professional Indemnity Insurance with an indemnity limit of €1,300,000</i>
A4	IT Security/GDPR Compliance	TOURISM IRELAND requires the services to adhere to good industry security practice and must be in compliance with legislative and regulatory requirements including; <ul style="list-style-type: none"> • EU GDPR • Data Protection Act 2018 Please indicate compliance by answering all of the questions detailed at Schedule 1d Please confirm you will make available to TOURISM IRELAND all information necessary to demonstrate compliance with data protection good practice and GDPR, if requested.
A5	Commitment to Timeframe	Tenderers must confirm their availability to service the requirements as per the key dates detailed at Schedule 1 - Specification – Appendix 1
A6	Tenderer’s Statement	Tenderers must complete and sign the form of Tenderer’s Statement

Only those candidates who pass all pre-qualification criteria A1-A6 will proceed for evaluation against the Suitability Criteria.

Suitability Criteria	% Weighting
<p>B1. DEMONSTRATED ABILITY TO SUPPORT TOURISM IRELAND'S CENTRAL BRAND & CONTENT MARKETING TEAM IN THE DEVELOPMENT OF THE GLOBAL PR STRATEGY</p> <p>Candidates are required to demonstrate their ability to support the Tourism Ireland team with the development of a global PR strategy based on previous experience of working with a global client. Candidates must include details of at least two contracts that demonstrate your experience of successfully delivering a project of similar scope and scale. Candidates are required to detail the members of their team who worked on the projects outlined as well as the processes and methodology used to deliver the project. Referee details for each of the 2 contracts must be provided.</p>	<p>50% [Min Score to be Achieved = 30%]</p>
<p>B2 ADEQUACY OF RESOURCES IN TERMS OF EXPERIENCE AND EXPERTISE OF PROPOSED PROJECT TEAM</p> <p>Candidates are required to provide detailed CVs for each of your proposed project team members, who would work with us on this project, demonstrating that they have the skills and experience to fulfil the specific requirements of this project. Please make sure that their experience leading/supporting executives and senior teams as well as their work on PR strategy development projects are clearly demonstrated where relevant.</p>	<p>45% [Min Score to be Achieved = 27%]</p>
<p>B3 SUSTAINABILITY POLICY & ACCREDITATIONS</p> <p>Based on your company Sustainability Policy and details of any accreditations.</p>	<p>5% [Min Score to be Achieved = N/a]</p>
	<p>100.00%</p>

Note: Tenderers are required to ensure that their confirmed submission provides detailed information on their offers for assessment against the suitability criteria stated above.

Only those Tenderers who meet the suitability criteria requirements [minimum score to be achieved] will be evaluated against the Award Criteria.

APPENDIX 2- AWARD CRITERIA

The Contract will be awarded to the Tenderer who submits the most economically advantageous Tender, evaluated in accordance with the following Award Criteria:

Please Note: Tenderers should note that for each of the qualitative criteria below (C1-C2) the Minimum Score indicated must be achieved in order to avoid elimination from the competition. Tenderers are required to ensure that their confirmed Tender provides detailed information on their offers for assessment against the contract award criteria stated below.

	Award Criteria	Percentage Weighting
C1	EXPERTISE OF PROPOSED ACCOUNT TEAM TO i) REVIEW TOURISM IRELAND'S CURRENT PR APPROACH AND ii) DEVELOPMENT OF A NEW GLOBAL PR STRATEGY IN COLLABORATION WITH TOURISM IRELAND Your response should include details of project team expertise demonstrated through experience - the proposed lead consultant who must have clearly demonstrated expertise working on similar international PR projects that include consultation with senior and executive teams, facilitation sessions and writing and presenting the strategy.	25% [Min Score = 15%]
C2	APPROACH TO THE DEVELOPMENT OF THE GLOBAL PR STRATEGY AND THE RELATED DISCOVERY AND INTERNAL CONSULTATION PROCESS, INCLUDING DEMONSTRATION OF FACILITATION SKILLS (PROVIDE EXAMPLES) AND REPORT WRITING EXPERIENCE OF PUBLISHED STRATEGIC REPORTS (PROVIDE EXAMPLES) In addition to the examples, please provide your thinking/approach to review, develop and deliver a Tourism Ireland Global PR Strategy	25% [Min Score = 15%]
C4	ULTIMATE COST	50% [Min Score = n/a]
	Total	100%

Scoring Methodology for Suitability Criteria and Qualitative Award Criteria

Weighting	Meaning
90% to 100%	A response that demonstrates an excellent level of quality and understanding of requirements and provides comprehensive and convincing assurance that the Tenderer will deliver to an excellent standard.
80% to 89%	A response that demonstrates a very good level of quality and understanding of the requirements and provides assurance that the Tenderer will deliver to a very good standard.
60% to 79%	A response which demonstrates a satisfactory level of quality and understanding of requirements and gives reasonable assurance of delivery to an adequate standard but does not provide sufficiently convincing assurance to award a higher mark.
30% to 59%	A response where reservations exist. Lacks full credibility/convincing detail, and there is a significant risk that the response will not be successful.
1% to 29%	A response where serious reservations exist. This may be because, for example, insufficient detail is provided, and the response has fundamental flaws, or is seriously inadequate or seriously lacks credibility with a high risk of non-delivery.
0%	Response completely fails to address the criterion under consideration

APPENDIX 3-INDICATIVE TIMETABLE

ACTIVITY	DATE*
Advertising of Request for Tender [RFT]	3 rd April 2023
Closing date for queries regarding RFT	12:00 hours on Monday 17 th April 2023
Posting of Clarification Q&A on www.etenders.gov.ie	Wednesday 19 th April 2023
Tender Deadline	12:00 hours on Monday 8 th May 2023
Evaluation including Tender Clarification/Presentation meetings, if required	May 2023
Tourism Ireland Board Approval of Outcome of Tender Competition	15 th June 2023
Notification of Award Decision	19 th June 2023
14-day Standstill Period	20 th June - 6 th July 2023
Award Confirmation	7 th July 2023
Contract Commencement	10 th July 2023

*Dates may be subject to change at Tourism Ireland's absolute discretion.

SCHEDULE 1-SPECIFICATION

Background

Tourism Ireland is the agency responsible for marketing the island of Ireland as a holiday and business tourism destination overseas. It devises and implements world-class marketing programmes in more than 20 markets across the world and provides industry partners with opportunities to market their own products and services alongside it overseas.

For further details please refer to Tourism Ireland's Corporate Website: www.tourismireland.com

An important strand to our marketing programme is Publicity and PR. We have a dedicated team of over 25 Publicity professionals at Tourism Ireland, as well as local PR agencies in many of our markets. 4 of these staff are based centrally, with the others located in markets. Markets take guidance from the centre, but report to their local market manager to deliver the publicity programme locally. Our biggest PR investments are in a media visits programme, a programming fund to stimulate broadcast content about the island of Ireland, influencer campaigns, a PR content push programme, events in market, as well as a focus on film tourism. Many of our markets have a local PR agency in place, who support the local activity on varying scales. We also invest in monitoring and evaluation of our publicity results and have recently developed a new framework to do this.

We wish to develop a Global PR strategy to provide strategic direction to our local market teams informing 2024 planning and investment, as well as a framework to support our global publicity teams' operational planning and decision making in 2024 and beyond. We expect the strategy to streamline a global approach to publicity, whilst allowing for local nuance.

The Global PR strategy should be informed by the Corporate Plan 2023 - 2025, as well as embrace our Brand and Media Strategies, to facilitate better integration across our paid, owned and earned activities and a strategic rigour to how we set PR goals and deliver on these.

We expect the successful tenderer to audit and review our current programme of publicity activity, assessing it against our consumer marketing goals and activity across other channels, with a view to advising on how publicity should be used globally to deliver on strategy in 2024, as well as supporting the development of a global operational publicity plan for 2024. A key priority is to ensure integration with other channel activity.

We have an experienced and engaged Publicity team who deliver strong PR results currently. Our goal is not to reinvent our approach, but rather to review it, identify any gaps, ensure the right focus and investment and that the 2024 Global PR Strategy and plans are best in class. We envisage that the audit process will consider Tourism Ireland's use of PR in the different stages of the consumer purchase funnel and how it embraces and integrates with other marketing activity to tell our brand story, channel focus, metrics, workflows and the integration of technology and tools in our processes. This audit will also consider the changing media landscape and how that might affect our investment decisions.

The successful tenderer will have global PR expertise and be able to provide evidence of similar projects undertaken with other international clients. They will be able to demonstrate thought leadership in the use of PR in a global context and how to integrate it with a broader global marketing plan. They will have knowledge of technology to support PR activity. They will have

the resource to schedule a programme of engagement with our internal and external (agencies) stakeholders , working collaboratively on the development of the new strategy to ensure buy in across senior and executive teams. The successful tenderer must also be able to demonstrate their ability to write and present PR strategy and plans to goal PR clients.

Key Role and Responsibilities:

Tourism Ireland is looking for a strategic partner who will

- Audit & review our current approach to Publicity and PR and work with us to deliver a revised Global PR strategy by September 2023. (Initial thoughts on the process are outlined in Appendix 1. However, tenderers should not feel restrained by our thinking to-date.)
- Review existing strategic direction, structure and processes, measurement framework, in the context of our brand, media and corporate strategies
- Engage with publicity teams across the organisation on a one-to-one and collective basis, as well as the senior management team and other relevant stakeholders. Facilitate workshops to contribute to the development of the new, best in class strategy, in collaboration with our publicity and management team. We expect these to be virtual sessions
- Develop the strategy with the Dublin-based team made up of Head of Brand and Content Marketing and the Publicity Manager
- Support the development of the 2024 publicity plan including measurable performance indicators
- Draft Tourism Ireland’s Global PR Strategy and present it in the form of PowerPoint presentations and Word documents
- The strategy will need to be communicated in person at Tourism Ireland’s annual Publicity Workshop in November 2023, with a suggested structure for developing 2024 plans
- Work with central team to finalise 2024 Publicity plans in November / December 2023

Possible extension of the contract

Whilst not yet confirmed and subject to budget availability, Tourism Ireland is considering the option to continue to work with the successful vendor on plans to support 3-4 global marketing campaigns annually, for a period of 2 years from 2024 - 2025, with the option to extend for a further 2 years, at Tourism Ireland’s discretion.

Response - Costs

Tenderers will be required to provide the following costs in their Tender response.

- Daily rates of the team that will conduct the work:

Name	Role	Daily rate €

Please include thinking, preparation and core project team meeting time along with expected expenses and costs for each element.

Note: the following are examples of what may be involved within the contract, the actual requirements from the successful tender may vary - written agreement on costs for each task undertaken as part of this contract will need to be obtained before commencement of work.

Facilitation of virtual blue-sky strategy development session with Tourism Ireland's publicity team & senior stakeholders	
Stakeholder discussions please quote separately for: <ul style="list-style-type: none"> - A virtual publicity team consultation session (c. 2 hours) - 10 one-to-one interviews with key stakeholders (held virtually) 	
Two further two-hour workshop sessions	
Drafting the Global PR Strategy Drafting the 2024 Publicity Plans Attending and presenting at the Annual Publicity Workshop	
Other costs expected to be incurred to deliver the full scope of project outlined, please provide as much detail as possible.	

In their proposal, Tenderers will be required to clearly demonstrate their experience and thinking around the award criteria. Tourism Ireland should clearly understand from your Tender Response proposal how you will work with us on the Global PR development as a partner and how you will collate and devise a strategy from the input of the various stakeholders.

Within this proposal, please ensure the relevant experience of your organisation and the team that would work on this project are clearly outlined.

APPENDIX 1

SAMPLE Global PR Strategy indicative high-level timeline

This timeline is subject to change

Jul	Aug	Sep	Oct	Nov
<p>Agree detailed workplan</p> <p>Discovery phase - Consultant on-boarding incl. review of existing strategies/ processes, metrics, results, background documents</p> <p>Brainstorming with Central team</p> <p>Commence one to one interviews</p> <p>Virtual Blue Sky thinking session with publicity team and senior stakeholders</p>	<p>Agree take-outs from 'blue sky' session</p> <p>Internal development sessions</p> <p>Initial ideas development for strategy (draft framework)</p>	<p>Strategy development workshop with SMT & Tourism Ireland Managers</p> <p>Publicity team development session</p> <p>Presentation of strategic direction</p> <p>Drafting strategy</p> <p>Full draft by 20 September 2023</p> <p>Present Strategy virtually to SMT, Managers and Publicity teams</p> <p>Approval/Review</p>	<p>Brainstorm operational plans 2024 with Central Team</p> <p>Market engagement</p> <p>Draft operational plans for Global PR campaigns</p>	<p>Presentation of Global PR Strategy & Plans at annual Publicity Workshop</p> <p>Staff socialisation of the plan</p>

SCHEDULE 2 - FORM OF TENDER RESPONSE DOCUMENT

The Response Document is available separately.

SCHEDULE 3 - SERVICES CONTRACT

The Services Contract is available for downloading separately.