BACKGROUND NOTE

EIT PROCUREMENT: Communications & event organisation services

1. Background

This note outlines the services the EIT seeks to procure through an open call to be launched in 2020 for 'Communications and event organisation services'.

The EIT's new framework contract is intended to cover a large proportion of the EIT's needs in terms of communications and event organisation services from 2021 to 2024 (four years framework contract).

2. Introduction to the European Institute of Innovation and Technology (EIT)

The **European Institute of Innovation and Technology (EIT)** is an independent EU body based in Budapest that drives Europe's ability to innovate. The EIT plays a vital role in supporting the EU's objectives of creating sustainable economic growth and jobs by powering entrepreneurs and innovators to turn their best ideas into products and services for Europe.

The EIT nurtures entrepreneurial talent and supports new ideas, bringing together the 'knowledge triangle' of leading companies, universities and research centres to form dynamic cross-border partnerships called Knowledge and Innovation Communities.

The EIT's Knowledge and Innovation Communities (KICs) create and find innovative solutions to major challenges facing our societies from energy, climate, health, raw materials to digitalisation, food, urban mobility and manufacturing. They offer access to talent, knowledge, funding and new business sectors to:

- **develop innovative products and service:** take your idea further by bringing it to the market with us!
- **power companies**: create or accelerate your venture with us!
- **train a new generation of entrepreneurs**: develop your entrepreneurial skills with us!

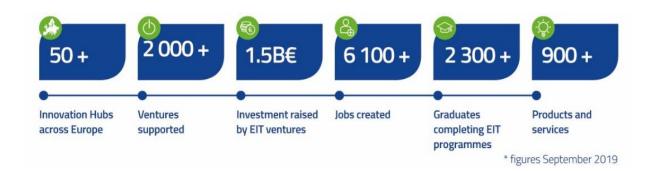#### What EIT Communities are there?

The EIT has set up eight Knowledge and Innovation Communities to tackle global challenges:

- **EIT Climate-KIC:** *innovation for climate action*
- **EIT Digital**: *for a strong digital Europe*
- **EIT InnoEnergy**: *achieving sustainable energy future for Europe*
- **EIT Health**: *together for healthy lives in Europe*

- **EIT Raw Materials**: *developing raw materials into a major strength for Europe*
- **EIT Food**: *putting Europe at the centre of a global revolution in food innovation and production*
- **EIT Manufacturing**: *leading manufacturing innovation is Made by Europe*
- **EIT Urban Mobility**: *smart, green and integrated transport*

Each of the EIT Knowledge and Innovation Communities operates in innovation hubs across Europe to increase the impact of the EIT's activities. There are currently 60+ innovation hubs in Europe, which include physical co-location centres (CLCs), where innovators, entrepreneurs, students and organisations from business, education and research meet and interact.
To date, the EIT's activities have delivered:

50 +	2 000 +	1.5B€	6 100 +	2 300 +	900 +
Innovation Hubs across Europe	Ventures supported	Investment raised by EIT ventures	Jobs created	Graduates completing EIT programmes	Products and services

* figures September 2019

As an integral part of Horizon 2020, the EIT's mission is to contribute to the competiveness of Europe, its
sustainable economic growth and job creation. In addition, the EIT Community and its broad range of activities across Europe directly contribute to the European Commission priorities such as the Green Deal, the A.I. Action Plan, the Digital Education Action Plan and the European Battery Alliance.

The EU's future budget and the EU's Framework Programme for Research and Innovation 2021-2027 are currently being negotiated, including the EIT Strategic Agenda (SIA) 2021-2027. The EIT's strategy for 2021 to 2027 sets three main priorities for the EIT:

- Strengthen sustainable innovation ecosystems across Europe
- Bring new solutions to global challenges to market
- Foster innovation and entrepreneurship through better education

To deliver on this during the 2021 to 2027 period, the EIT will scale its activities and launch new ones including:

- Strengthen higher education institutions' innovation and entrepreneurship capacity
- Increasing EIT Regional Impact
- Launch new EIT Knowledge and Innovation Communities, including one addressing cultural and creative industries in 2021/2022.

3. Services under new EIT framework contract 'Communications & event organisation services'

3.1. Introduction

Services to be included in this call for tenders may consist of the following aspects of communications and event organisation services:

- *Research, Analysis and Design* – research, definition of Key Performance Indicators, defining and segmentation of the target audience(s), designing a strategy or plan including messages, localisation and the appropriate mix of communication channels as well as the timing for different stages of the project (*see section 2.2. for more details*);

- *Implementation, Content Creation and Dissemination* – production and adaptation of the material needed, the dissemination (including media planning and buying) as well as tracking the performance of the different actions and all other related activities that might be required (*see section 2.3. for more details*);

- *Monitoring and Evaluation* - monitoring results and outcomes, including tracking metrics for social media as well as for the media and compiling all articles, links to TV/radio spots, analysing the impact of the actions, tracking agreed Key Performance Indicators and cooperating with independent evaluators and all other related activities that might be required (*see section 2.4. for more details*);

- *Management* – overlooking the whole project, liaising with the Ordering Services throughout the Initiative, ensuring timely delivery, managing all involved parties including accounting (*see section 2.5. for more details*).

As the EIT's needs will differ from project to project, the Contractor may be asked to deliver on all steps of a communication or event project or just a selection of it. This call for tenders is looking to find Contractors who can supply support on all stages of communication and events projects, from single actions to complex communication and events projects.

Activities under this framework contract will mainly be conducted in EU Member States but may also be carried out in third countries all over the world. They can have a local, regional, national, multi-national, European or global dimension. Target audiences (non-exhaustive list) will include:

- **particular audience groups** (e.g. students, innovators, entrepreneurs, experts, policy- and decision-makers, public administrations, stakeholders, etc.);
- **information multipliers** (journalists, press officers, bloggers, etc.);
- **wider audiences** (defined on geographical, socio-demographic or other relevant criteria).

Projects under this framework contract will vary in their complexity and duration. Projects will make use of a varying number of communication and events channels. In principle, a communication channel is

understood as a distribution channel for communication. The principal communication channels are (non-exhaustive list):

- **online communications channels**, including media, platforms, apps, social networks and blogs, including social media advertising and promotion, websites, interactive tools, e-publications, and other online resources;

- **media relations and public relations**;

- **events** (e.g. conferences, webinars, festivals, trade fairs and exhibitions, digital conferences, delegation trips, press trips and meetings, etc.);

- **audio and audio-visual media** (radio, podcasts, videos, TV, cinema, etc.);

- **advertising and media placement** (television, radio, print, but also out-of-home advertising, such as street posters, billboards on busses, airports advertising, outside screens, cinema etc.);

- **physical deliveries** (printed materials (leaflets, brochures, booklets,) gadgets, promotional items, mailings, etc.);

- **any other channels**, including new distribution channels (e.g. mobile terminals) and techniques, deemed appropriate by the Contractor and approved by the Ordering Service for reaching specified target audiences.
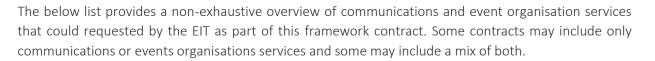
Under this Framework Contract, Specific Contracts may either combine a number of channels of communication or order '*stand-alone*' services, especially for event organisations, participation in an event/fair/festival organised by third parties, media planning/media buying and editorial services.

3.2. Research, Analysis and Design

The Contractor may be asked to provide advice and background research for the design and implementation of communications and events projects under the management of the EIT. The EIT will describe the expectations of the outcomes of the communication projects.

As part of the Framework Contract, the Contractor could be assigned the following tasks: research; campaign planning,; target audience identification at local, regional, national and/or EU level; targeting strategy (incl. timeline, outcomes, indicators, etc.); creative concept (how to convey key messages to the identified target audiences in a convincing, appropriate, creative manner); promotion (developing an efficient and cost-effective promotion strategy/plan and/or propose a strategy for third party endorsement (e.g. partnerships, multipliers, earned media, etc.); and risk analysis.

3.3. Implementation, Content Creation and Dissemination

The below list provides a non-exhaustive overview of communications and event organisation services that could requested by the EIT as part of this framework contract. Some contracts may include only communications or events organisations services and some may include a mix of both.

3.3.1. Communications

Projects and/or actions the contractor will be asked to deliver for its communications channels could include (non-exhaustive list):

- **editorial tasks**: research; message proposal; report writing; content analysis and synthesis; production of press packs and/or press releases; drafting and/or updating of texts; translation into all EU languages; editorial work for e-publications (on eit.europa.eu or EIT Intranet), newsletters and EIT social media channels; drafting social media posts, entries and blog posts, etc.

- **graphic work**: in full alignment with the EIT Community Brand book, create drawings, illustrations, visuals, comic strips, animated visuals; graphic design, layout, production of files in the format required for the production of publications such as reports, brochures, leaflets, newsletters, posters, project descriptions and magazines; graphic design and production of advertisements for all media;
  production of photographic and multimedia reports; infographics, charts, diagrams, maps and any other forms of data visualisation, including interactive resources (interactive maps, clickable infographics etc.); adaptation of a style guide to projects and promotional and presentational material (on paper, conference kits, information packs for various target audiences, folders, etc.), etc.

- **online dissemination of content**: all existing and future online communication products and services, such as creation, production, operation and updating of websites, newsletters, social ,media channels; press release services, chat forums, platforms and social media (including social media promotion), blogs, web streaming, etc.; provide an online presence (e.g. as moderator) for blogs and social networks; create mobile applications and other digital products for the available mobile technologies, including electronic kiosks; etc.

- **media and public relations**: execute media plans including the defining the media segmentation and mix; adaption of messages and products, or generating new content to stimulate the awareness and interest of the targeted broadcasters, media or multipliers with particular emphasis on earned media; implement agreed actions on social networks, online platforms, newsletters or media; advise and provide support in generating media uptake and social media debate; organise press trips and press conferences; purchase advertising space, airtime or social media promotion for mass media, outdoor and indoor advertising, offline and online advertising, sponsorships, media partnerships, mobile devices, games and mobile applications or advertising space on social media platforms; media placement include negotiations on behalf of the EIT, pre-booking and purchase of media space; etc.

To deliver on media and public relations plans; the Contractor needs to provide access to a network of regional or national communication agencies (with presence and reach of the network across all EU Member States) to engage with the target media and wider audiences via the relevant methods and reply to questions, comments, etc. in the local language.

- **audio and audio-visual content**: development of original concepts, script ideas and scenarios, storyboards, animated graphics or animations (2D or 3D); production of video in various formats: documentaries, podcasts, interviews, radio spots, reportages, including 360° videos (virtual reality), promotional clips, TV spots and video products for digital and social media distribution or "close to the action" mobile phone videos etc.; subtitling and dubbing in the languages of the target audiences; etc.

3.3.2. Event organisation

The Contractor will be required to support the EIT in the organisation of events or offer services around an event by providing quality event management services. Events under this framework contract could include high-level conferences, awards ceremonies; specialised/thematic conferences, stakeholder workshops, exhibitions, town hall events, large public events, press trips, video conferences, webinars, and other types of remote conferencing.

The majority of EIT events takes take place across the EU's Member States (including at the EIT Headquarters in Budapest, Hungary) though some may take place in third countries. Participants in such events may range from 15 to more than 800 and all services should be delivered in a tailored manner. The Contractor is expected to assist the EIT with coordinating and implementing logistics but also to accompany the EIT in the creation of an event throughout its life cycle: from establishing a concept based on objectives to be achieved, to implementing that concept and measuring the outcomes. Contractors are required to provide innovative and creative ideas and follow the latest developments in the field, as events can contribute to achieving EIT objectives only if they provide a genuine experience to participants.

In the dynamic and fast-changing environment of event management, a reliable contractor with a structured and efficient approach, who ensures a good flow of information and coordination of the many different parties involved is of utmost importance.

The contractor will be asked to deliver event organisation and management services such as:

- event concept development;
- participant management;
- venue search and rental;
- venue set-up and signposting;
- technical equipment;
- catering;
- travel, transfer and accommodation arrangements;
- onsite support;
- event follow-up;
- stands/pavilions production and set-up;

In addition to physical events, the contractor will also support the EIT in the organisation of online events, including webinars, live presentations (incl. social media), online hackathons, etc.. Such services will cover the entire organisation of virtual events, including the management of live web and/or social media streaming from an event such as a conference ('webinar') and the management of functions including the dissemination of presentations with interactive services such as live chat or video conferencing.

3.4. Monitoring and Evaluation

The Contractor will be required to closely and pro-actively monitor any communications or events projects and report on results, outcome and impact of actions undertaken. This may include (non-exhaustive list):

- research, production and delivery of media analytics reports using analytics tools; including for measurement of the EIT Media Impact Score (including access to necessary tools);

- research, production and delivery of social media analytics reports using analytics tools (including access to necessary tools);

- research, production and delivery of participants' satisfaction with events organised using analytics tools;

- preparing and providing reports including the essential points of the analysis, conclusions and recommendations;

- quantitative and qualitative monitoring of the actual take-up and promotion material, based on credible Key Performance Indicators and clear benchmarks;

- measuring the impact of specific products on the various platforms and target audiences, aiming for an independent evaluation of the actions undertaken.

3.5. Management

To facilitate the delivery of communications projects and event organisation, the Contractor will be required to deliver efficient project management services including overseeing the entire project, liaising with the EIT throughout the duration of the project, ensuring timely delivery, ensuring the quality of the deliverables, managing and coordinating all involved parties and managing the accounting. The Contractor will be responsible for coordinating all members needed for a successful project. The Contractor will need to ensure that deadlines are set, communicated clearly to all parties involved and closely monitored, while allowing for some exceptional last-minute changes.

This will include presence during all meetings needed for the smooth delivery of a project (including a kick-off meetings, progress and coordination meetings, site visits, on-site presence when and when required), continuous management of information flows between the EIT and any service providers managed by the Contractor, as well as any other parties involved; drawing up of meeting agendas, and

meeting minutes; provision of overviews on contract implementation as requested by the EIT; coordination and supervision of all services before, during and after the initiative; ensuring quality and timely delivery on all stages of the initiative; and, travel, accommodation and subsistence allowances needed for the implementation of a project.

Profiles

Under justified circumstances, some staff profiles may be ordered as intramuros services (provided on the EIT premises in Budapest) and will be linked to a specific project with well-defined timeline and objectives. For intramuros services the EIT will provide the necessary infrastructure, equipment and facilities. Other services will need to be provided at the premises of the contractor (extramuros).