



The University of London

Tender for Marketing Services for the University of London International Academy

Contract & Tender Overview

1.0 An Exciting Business Opportunity

The University of London is proud to offer a real opportunity for an experienced and suitably qualified Supplier to provide Marketing Services for the University, on behalf of the University of London International Academy. The Contract will be awarded by a competitive tender, for a three year term. This document provides Suppliers with further information about the University, the Contract and tendering process.

2.0 The University of London

The University of London was granted its charter in 1836 and is one of the oldest, largest and most diverse universities in the UK. The University of London has been a pioneering force in higher education from its early years. The London syllabus introduced many new subjects into university education, including modern languages and laboratory science. As a federal University teaching is carried by the 18 Colleges and Institutes that comprise the University; within the Colleges and Institutes we have over 120,000 students studying over 3700 courses. Not all of our students are actually located in London: some study at the University of London Institute in Paris and there are over 50,000 students studying by distance and flexible learning in 180 countries with the University of London International Academy.

Queen Elizabeth, The Queen Mother was Chancellor of the University for over a quarter of a century. In 1981 she retired and The Princess Royal was invited to become Chancellor. The University is a family of world-class institutions, collectively upholding its international reputation of academic distinction in teaching and research. The outstanding achievements of the Colleges and Institutes mean that the University of London degree continues to be internationally recognised for its quality and excellence. Additional general information about the University can be found at www.london.ac.uk

3.0 The University of London International Academy

The University of London International Academy is a central academic body and part of the federal University of London. International Programmes was established in 1858 and was formerly known as the University of London External System and changed its name from 1 August 2010. We have been delivering University of London programmes worldwide by flexible and distance learning since 1858. Today there are over 54,000 students in 180 countries. To find out more about the University of London International Academy please visit: <http://www.londoninternational.ac.uk/>.

4.0 Contract Overview

The Contract that will be awarded is for Marketing Services to be delivered on behalf of the University of London International Academy. These Services will promote new and existing courses, programmes and events taught by distance and flexible learning, across the following key service disciplines:

- a. Advertising Services
- b. Advertising Testing Services

- c. Creative & Design Services
- d. Campaign Development Consultancy
- e. Cross Channel Evaluation

The need for courses is growing, particularly from developing countries. At the same time new players are entering this market, including for-profit universities based in the UK, USA, Australia, Europe and Asia. A number are setting up branch campuses overseas as a way to enter this market. The University of London International Academy has ambitious plans to grow its business but as well as facing a growing market opportunity it is also faced with the threat of having its market share being eroded if it cannot respond sufficiently rapidly. The efficient and effective marketing of the Academy's courses is critical.

To support the promotion of the University of London International Academy brand and student recruitment we typically implement a number of campaigns annually. A campaign may comprise a number of separate campaigns focusing on individual courses. The Academy spends in the region of £1.4million annually on media billings to cover brand and acquisition campaigns. This figure is given as indicative rather than as the budget for 2016-2017; the requirement may grow and expand in future. Following are some further points about this Contract:

- Flexibility has been the Academy's strength, as well as competitive pricing at undergraduate level and our network of independent teaching institutions across countries. These provide face to face teaching and also play an important role in recruiting potential students and amplifying our brand
- Many undergraduate students choose us as a second choice as they cannot afford, or are not eligible for overseas study, or able to gain a place at the top public universities in their own country - which are generally free of charge
- Other students choose to study with us because they are looking for an internationally recognised degree programme rather than a local degree, which may have a lower status among some international employers
- Our postgraduates are typically mid-career professionals and they choose our programmes as they need to study by distance learning to fit in their studies around their work and family commitments

5.0 Tender Overview

The University of London will award a Contract for Marketing Services, on behalf of the University of London International Academy. One Supplier will be awarded the Contract by competitive tender and for the three year term of the Contract they will become the International Academy's preferred Supplier.

- Contract Title Marketing Services for the University of London International Academy
- Contract Term Three years or 36 months
- Extension Possibility to extend for a further two years, upon agreement
- Estimated Aggregate Contract Value £1.4million per year; three year term valued at £4.2million

Suppliers who are interested in bidding for this contract should ensure that they are familiar with the content of and the extent and nature of the obligations as outlined in this information document, the PQQ and its instructions and the published tender documents. In any event Suppliers will be deemed to have done so before submitting a PQQ or tender.

Bidding Suppliers are solely responsible for any costs and expenses incurred in connection with the preparation and submission of their Prequalification Questionnaire and subsequent tender response. Shortlisted Suppliers will be required to prepare a presentation based upon a case study project and this presentation will be scored with the rest of the tender response. Any costs involved with the preparation of the presentation must be borne by the Supplier.

The tender will be conducted in two stages:

1. The first stage is Supplier selection, where businesses who are interested in bidding for this Contract complete a Prequalification Questionnaire or "PQQ" to assess their capability, knowledge and skill for delivering the Services. The PQQs are evaluated and scored and the highest scoring 3-5 Suppliers are invited to tender
2. The second stage is the tendering stage, where suppliers review the Contract specification, terms and conditions and Form of Tender and respond in a response document the way in which they will deliver the Services for the University. Suppliers will also need to complete a pricing spreadsheet indicating the prices they will charge for the Services, during the contract term

Please see a list of key dates and activities in this tendering exercise. These dates are no expected to change but if they do, all bidding Suppliers will be notified.

#	Tender Activity	Dates
1	Marketing Services PQQ and Contract & Tender Overview uploaded to Proactis	12 January 2017
2	Supplier engagement day	26 January 2017
3	Deadline for submission of PQQ queries	8 February 2017 before 12:00pm
4	PQQ return date	10 February 2017 before 12:00pm
5	PQQs evaluated and scored. 3-5 highest scoring Suppliers selected to shortlist and invite to tender	10-23 February 2017
6	Invite shortlisted Suppliers to tender	24 February 2017
7	Upload tender documents to Proactis	24 February 2017
8	Deadline for submission of tender queries	6 April 2017 before 12:00pm
9	Tender return date	12 April 2017 before 12:00pm
10	Initial tender evaluation	13-25 April 2017
11	Supplier presentations	27-28 April, 2-4 May 2017
12	Final tender evaluation	5-10 May
13	Select winning tender based upon highest score for price and quality	11 May 2017
14	Provisional award discussion with preferred Supplier. Any final tender information confirmed	22 May 2017
15	Supplier signs Contract documents	24 May 2017
16	Initial meeting with Supplier & implementation plan details	31 May 2017
17	Debriefing for unsuccessful Suppliers	23 May - 6 June 2017
18	CONTRACT GO LIVE	1 June 2017

6.0 Key Aspects of this Tendering Exercise

- a. The University will award a contract to one company who will be responsible for all areas of service delivery – we are not seeking to create a framework of multiple Suppliers with individual contracts for this service:
 - i. Suppliers who will provide the services through their supply chain of service providers will be required to provide these details at the tendering stage of the contract
 - ii. The successful Supplier will be awarded with one contract for the 3 year term and they will be responsible for their own supply chain's delivery of the services in line with the specification and contract terms and conditions
- b. In addition to the guidance in this document Suppliers should read thoroughly the instructions in the PQQ and tender documents. Failure to comply with these requirements for completion and submission of the PQQ and tender may result in the rejection of the Supplier's bid
- c. PQQ and tender instructions are designed to ensure that all Suppliers are given equal and fair consideration. It is important therefore that Suppliers provide all the information asked for in the format and order specified
- d. The return date for the PQQ is 10 February 2017 at 12:00pm and the tender return date is 12 April 2017 before 12:00pm. No late PQQs or tenders will be considered for this procurement exercise
- e. Shortlisted suppliers will be invited to tender on 24 February 2017. At that time full tender documents including tender instructions, specification, terms and conditions, Form of Tender, pricing spreadsheets and the response template will be sent to all shortlisted suppliers.
- f. The PQQ and accompanying tender documents must be in the English language. All financial values within any of the submitted documentation must be provided in or converted into pounds sterling. Where official documents include financial data in a foreign currency, a sterling equivalent must be provided. All prices submitted must include VAT
- g. PQQs and tender documents must be submitted before the above dates and times to procurement@london.ac.uk only.
- h. For audit purposes all queries regarding the PQQ and tender must be submitted to procurement@london.ac.uk. For transparency purposes each Supplier's query regarding this procurement exercise will be responded to with a copy sent to the other bidding Suppliers, if relevant
- i. PQQ queries will be taken up to 12:00pm on 8 February 2017 and tender queries will be taken up until 12:00pm on 6 April 2017. All queries must be submitted to procurement@london.ac.uk; queries sent by telephone will not receive a response

- j. Shortlisted Suppliers will be required to prepare a presentation based upon a case study project and this presentation will be scored with the rest of the tender response. Suppliers will be provided with presentation details during the course of the tendering exercise but please note the dates allocated for presentations in the table above
- k. Suppliers need to upload two years of financial records at the same time as they submit their PQQ. Suppliers will also have a credit check carried out for their firm by Creditsafe and they should achieve a 60% and greater score to be considered as a financially sustainable business
- l. The University of London reserves the right to amend, add to or withdraw all or any part of this tendering exercise at any time during the procurement exercise. Notification of such an event will be provided to all Suppliers

7.0 Supplier Engagement Day

All interested Suppliers are encouraged to attend a Supplier Engagement Day that will take place after the PQQ has been published. This event will provide more information about the Contract to be awarded and Suppliers can meet the University of London Procurement and International Academy team members. Suppliers will also have the opportunity to ask any questions they may have about the tender and contract.

The date and time below has been allocated for the Supplier Engagement Day and Suppliers are strongly encouraged to attend; if they cannot they should send a deputy who can take notes and ask questions. Afterwards there will be no opportunity for additional, private meetings:

Tender for Marketing Services for the University of London International Academy
Supplier Engagement Day
26 January 2017
10:00am – 12:30pm
University of London
The Court Room, First Floor Senate House
Malet Street
London
WC1E 7HU ([Map to Senate House](#))

Suppliers please contact Mayowa.Soyingbe@london.ac.uk in the Procurement Team to confirm your attendance.