



Department for
International Trade

Department for International Trade
Windsor House, 50 Victoria Street
London
SW1H 0TL

Bray Leino
36 Percy Street
London
W1T 2DH

Dear [REDACTED]

Letter of Appointment for the provision of Event Management Services for DIT Specialist Live Events

This letter of Appointment is issued in accordance with the provisions of the Framework Agreement (RM3796) between CCS and the Agency dated 16th January 2017.

Capitalised terms and expressions used in this letter have the same meanings as in the Call-Off Terms unless the context otherwise requires.

Order Number:	Contract Reference: DN406484 A Purchase Order will be issued with each event commission to cover the costs A Purchase Order will be issued each Financial Year of the Call-Off Contract for the Management/Retainer Fee Costs (this may be a pro-rata amount of the annual fee payable)
From:	The Secretary of State for the Department for International Trade, with offices at 3 Whitehall Place, London, SW1A 2AW ("Client")
To:	Bray Leino Events, with offices at 36 Percy Street, London, W1T 2DH ("Agency")

Effective Date:	01 October 2019
Expiry Date:	End date of Initial Period: 30 September 2021

	<p>Extensions available: 2</p> <p>Maximum length of each extension: Twelve (12) Months</p> <p>Maximum Extension Expiry Date: 30 September 2023</p> <p>Minimum written notice to Agency in respect of extension: Thirty (30) days</p> <p>The Client may extend the Call-Off Contract in as many periods as needed up to the maximum length of each overall extension available.</p>
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Relevant Lot:	Lot 2 - Events
Services required:	<p>Set out in Section 2 (Services offered) of the Framework Agreement and refined by:</p> <p>Schedule 2 (Specification of Services) and Schedule 9 (Agency Response) of the Call-Off Contract Terms.</p> <p>This Contract has a fixed managed/retained service element as well as events being commissioned on a brief-by-brief basis, with the Agency and Client agreeing the services required as each Brief is commissioned. Schedule 2 of the Call-Off Contract Terms therefore captures all the services that may be required across all events.</p> <p>As defined in clause 1.1 of the Call-Off Terms, the term "Brief" and in its plural "Briefs" shall have the same meaning as "Statement of Work" and in its plural the same as "Statements of Work".</p>
Briefs:	<p>The Parties may enter into Briefs as are agreed between the Parties under Clause 1.2 of the Call-Off Contract Terms. A Brief will be issued from the Client to the Agency and agreed between both Parties and executed upon signature.</p> <p>The template for the Briefs can be found in Schedule 11 of the Call-Off Contract Terms.</p>

Key Individuals:	Name	Party	Title	Role
	██████████ ██████████	Client	Head of World Events	██████████ is the main Client Operational Contract Manager for Major World Events
	██████████	Client	Head of Specialist Ministerial Events	██████████ is the main Client Operational Contract Manager for all Ministerial Events
	██████████ ██████████	Client	Head of Business Management for Comms & Marketing	██████████ leads from DIT's side on the governance across all Marketing Contracts and will be involved in enterprise contract management governance

	██████████	Client	Deputy Director of Comms & Marketing	██████████ is the SRO across all events under this contract and will act as a point of escalation and key decision making
	██████████	Agency	Account Manager	██████████ is the Account Manager. A retained resource who will be the central day-to-day contact for the Client.
	██████████	Agency	Director – Quality Assurance and Implementation	██████████ will be responsible for assurance of briefs and implementation of solutions
	██████████	Agency	Director – Project Sponsor	██████████ will be responsible for making sure the Client has access to the necessary resources to deliver the Services
	██████████	Agency	Director – Commercial	██████████ will have responsibility from the Agency side on finances.

Call Off Contract Charges (including any applicable discount(s), but excluding VAT):	<p>The maximum budget of this contract per annum is £9,000,000 (nine million pounds sterling) which includes all charges associated with the delivery of the Services: Management/Retainer Fee, Resource Costs and Throughput Costs.</p> <p>The total value of this contract including extensions is therefore £36,000,000 (thirty-six million pounds sterling).</p> <p>The Client does not commit to spending up to this value.</p> <p>The charges include the following:</p> <ol style="list-style-type: none"> Management/Retainer Fee – this is a fixed monthly fee payable by the Client to the Agency for the provision of the retained and management support services as described in Schedules 2 and 9 of the Call-Off Contract Terms. <p>The Monthly Management Fee is: £13,000 (thirteen thousand pounds sterling)</p> <p>For the first twelve (12) months of the Initial Period of this Call-Off Contract, the total Management Fees are: £156,000 (one hundred and fifty-six thousand pounds sterling) – these are the only fixed charges for the contract.</p> <p>Breakdown of the Fee is in Annex A to this Letter of Appointment and in Schedule 10 (Call -Off Contract Charges) of the Call-Off Contract Terms.</p>
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GDPR	See Call-Off Contract Terms and Conditions Schedule 8 (Authorised Processing Template)
Alternative and/or additional provisions:	<p>The following Schedules have been appended to the Call-Off Contract Terms and conditions:</p> <ul style="list-style-type: none"> • Schedule 9 – Agency Response • Schedule 10 – Call-Off Contract Charges • Schedule 11 – Brief Templates • Schedule 12 – Travel & Subsistence • Schedule 13 – Governance & Contract Management • Schedule 14 – Performance Management Framework • Schedule 15 – Approved Sub-Contractors List • Schedule 16 – Commercially Sensitive Information

FORMATION OF CALL OFF CONTRACT

BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Agency agrees to enter a Call-Off Contract with the Client to provide the Services in accordance with the terms of this letter and the Call-Off Terms.

The Parties hereby acknowledge and agree that they have read this letter and the Call-Off Terms. The Parties hereby acknowledge and agree that this Call-Off Contract shall be formed when the Client acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Agency within two (2) Working Days from such receipt.

For and on behalf of the Agency:

Name and Title:

Signature:

Date:

For and on behalf of the Client: The Secretary of State for the Department for International Trade

Name and Title:

Signature:

Date:

ANNEX A

Management Fee Breakdown and Schedule of Rates (Rate Card)

As per Schedule 10 of the Call-Off Terms

1. The Management Fee

1.1. The Management Fee is £13,000 (excluding VAT) per month for the first twelve (12) months of the contract. The Client and Agency will review the fee annually and any adjustment will be agreed through Contract Variation.

1.2 The following is a breakdown of the monthly Management including what services the Client is entitled to under it per month:

Resource(s)	Days Entitled	Day Rate (£) (ex. VAT)	Total (£) (ex. VAT)	Notes / Assumptions (if any)
Account Manager	Fully Retained	█	█	█
Creative Director Creative Director- Strategy Director of Programming Content Producer	█	█	█	Provide planning, strategy and thought leadership
Operations Director	█	█	█	To ensure sufficient resource planning
Finance Manager	█	█	█	Ensure production of accurate MI, financial reporting and reconciliation
Project Sponsor	█	█	█	Governance Services █
Managing Director	█	█	█	Governance Services █
Commercial Director	█	█	█	Governance Services █
TOTAL MONTHLY FEE (£) (ex. VAT)			13000	

1.3. The retained Account Manager (AM) is obligated (but not limited) to provide the following services:

- 1.3.1. Oversee the successful delivery of events as commissioned by the Client;
- 1.3.2. Work closely with the Client's Events Team to be the Single Point of Contact (SPoC) on past, current and future events;
- 1.3.3. Attend all project launch meetings;

- 1.3.4. Maintain frequent dialogue with the Client, working from the Client's offices as much as is required and/or requested by the Client;
- 1.3.5. Provide direct access to the Agency's Operations and Central Support Teams;
- 1.3.6. Chair weekly meetings with the Agency's Event Directors on all events in delivery phase
- 1.3.7. Attend events as and when required;
- 1.3.8. Provide real-time updates on contract position;
- 1.3.9. Attend all governance meetings;
- 1.3.10. Create weekly reports on the status of all projects; and
- 1.3.11. Comply with all elements of Section 7 of Schedule 2 (Specification of Requirements).

2. Schedule of Rates (Rate Card)

- 2.1. The Schedule of Rates that the Agency submitted as part of the response to the tender for this contract will be the Rate Card used for the contract when pricing up resources against any Brief issued by the Client.
- 2.2. The Agency must not exceed the rates stated on the Rate Card, however, is encouraged, where possible, to provide discounts.
- 2.3. The following is the Rate Card for this Call-Off Contract (it also shows the discounts the Agency has given compared to the Framework Rates):

Rate Card for Specialist Live Events Call-Off Contract (All rates are day rates, in £ Sterling, and are exclusive of any applicable VAT)			
Role	Framework Level	Day Rate	Discount from Framework Rate
Creative Director	Board	■	■
Creative Manager	Senior	■	■
Content Producer	Senior	■	■
Creative Technologist	Mid	■	■
User Experience Consultant	Mid	■	■
Script Writer	Senior	■	■
Copywriter	Mid	■	■
Artworker	Mid	■	■
PowerPoint / Graphics Designer	Mid	■	■
Set Designer	Mid	■	■
Lighting Designer	Mid	■	■
CAD Drawer	Mid	■	■
3D Renderer	Mid	■	■
Event Director	Senior	■	■
Senior Event Manager	Senior	■	■
Operations Director	Mid	■	■
Event Manager	Mid	■	■
Event Executive	Junior	■	■

Data Entry Executive	Junior	■	■
Data System Administrator	Junior	■	■
Delegate Manager	Mid	■	■
Host	Junior	■	■
Senior Planner	Mid	■	■
Senior Research Executive	Mid	■	■
Health & Safety Officer	Mid	■	■
Head of Production	Mid	■	■
Event Producer	Mid	■	■
Assistant Producer	Mid	■	■
All Round Technician	Junior	■	■
Sound Engineer	Junior	■	■
Lighting Engineer	Junior	■	■
Video Engineer	Junior	■	■
Show Caller	Mid	■	■
PowerPoint / Graphics Operator	Mid	■	■
Carpenter	Junior	■	■
Electrician	Junior	■	■
Riggers / De-Riggers	Junior	■	■
Load In / Out Crew	Junior	■	■
Digital Photographer	Mid	■	■
Software Author / Engineer	Senior	■	■
Director of Programming	Board	■	■
Web Developer	Senior	■	■
Multimedia Programmer	Senior	■	■
Flash Designer / Programmer	Mid	■	■
Senior Social Media Manager	Mid	■	■
Social Media Manager	Junior	■	■
Content Loader	Mid	■	■
Sound Editor	Senior	■	■
Video Director	Board	■	■
Video Producer	Senior	■	■
Video Production Manager	Mid	■	■
Camerman	Senior	■	■
Video Sound Engineer	Senior	■	■
Runner / Camera Assistant	Junior	■	■
Video Editor	Mid	■	■
Motion Producer	Mid	■	■
Team Administrator	Junior	■	■

- 2.4. Some of the roles in the Rate Card in 2.3 are provided for a set number of days under the Management Fee. The Agency will ensure it does not charge the Client for these roles until the Client has exceeded the entitlement under the Management Fee.

Part 1: Call-Off Terms

The Call-Off Terms are attached to this Letter of Appointment