

DPS Schedule 6 (Letter of Appointment Template and Order Schedules)

Letter of Appointment

This Letter of Appointment is issued in accordance with the provisions of the DPS Contract RM6124 between CCS and the Agency, dated 30 May 2024.

Capitalised terms and expressions used in this letter have the same meanings as in the Order Incorporated Terms unless the context otherwise requires.

ORDER:

Order Number:	UKEF 1255
From:	UK Export Finance (UKEF)
To:	Digital Unlimited Group

Order Start Date:	05/07/2024
Order Expiry Date:	04/07/2028
Order Initial Period:	05/07/2024 - 04/07/2026
Order Optional Extension Period:	2 x 12 month extensions as instructed by UKEF

Goods or Services required:	<p>Goods or Services required are set out in DPS Schedule 1 of the DPS Agreement and the relevant Brief and are to be delivered in line with the summary, below, the Specification and accepted Proposal as detailed at Annex A of this Letter. Subsequent calls for Goods or Services shall be priced and agreed using the Statement of Works form as per Annex B of this Letter of Appointment.</p> <p>Where work is identified as required by the Buyer, the Buyer shall request a proposal from the Agency and, if acceptable complete a Statement of Works form to be signed by both parties. The Signed Statement of work shall form a binding agreement between the parties and shall be governed by the Terms and Conditions and Schedules to this agreement.</p>
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	<p>The Buyer does not offer the Agency any guarantee of work or spend levels under this agreement.</p> <p>Summary:</p> <p>The overall aim of this contract is to promote UKEF - raising awareness and understanding of our domestic and international products.</p> <p>The Marketing and Communications events team have identified a requirement of up to 7 trade/customer facing events over the course of a financial year. The composition of these events is detailed below, but there is an intention to include a degree of flexibility through the resulting contract. Through the placement of the resultant contract, UKEF offer no guarantees of contract usage, or the number of events to be held annually which are to be set in line with UKEF internally identified business requirements and budgets.</p> <p>Flagship annual UK Trade and Export Finance Forum x1 The one-day forum is part of the UKEF event program developed to contribute to the organization's business target to increase awareness and leads. This 'in person' event would need to cater for approximately 800 attendees of both UK and overseas delegates.</p> <p>It will be an opportunity to announce any new products, deals or strategy and share how UKEF are contributing to the HMG Export Strategy to get UK companies to export more. The event will build on the success of the previous year's event and the lessons learnt, capitalising on existing workflows and strategic partnerships with the private sector.</p> <p>Supplier Fair up to x6: These one-day matchmaking events place UK suppliers in front of international buyers, who are actively looking for British products and services. The events will be hybrid events with attendees participating both in person and online. They will hear exclusive information presented to them and then have the opportunity for suppliers, UKEF and procurement reps to meet directly. There will be up to 200 people in attendance.</p> <p>There will also be scope for further UKEF events as identified by the Marketing and Communications events team.</p>
Key Staff:	<p>For the Client: Dominique Broomes</p> <p>For the Agency:</p>

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Guarantor(s)	N/A

Order Contract Charges (including any applicable discount(s), but excluding VAT):	Costs and payment schedules as agreed by the Parties under Statement of Works issued to the Agency by UKEF. The Statement of Works shall determine whether staff hourly rates as presented under the Agency's proposal are to be applied where UKEF have secured the event venue separately from the Contract, or with the percentage service fee applied as presented under the Agency's proposal. Where rates are to be applied, a full breakdown of the hours/days attributable to each staff member by task shall be outlined in the Agency's proposal.
Liability	See Clause 11 of the Core Terms Estimated Year 1 Charges: As determined by Statement of Works issued to the Agency by UKEF.
Additional Insurance Requirements	As determined by Statement of Works issued to the Agency by UKEF.
Client billing address for invoicing:	Invoices will be sent to <div></div> and <div></div> BUYER'S INVOICE ADDRESS: UK Export Finance 1 Horse Guards Rd Westminster London SW1A 2H

Special Terms	Not used.
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CONTRACT LEVEL PROGRESS REPORT FREQUENCY

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Quarterly, to be sent to UKEF's Operational Project Manager by the end of the first working week of each new quarter of the financial year (1st April to 31st March) unless otherwise agreed.

CONTRACT LEVEL PROGRESS MEETING FREQUENCY

Quarterly, taking place on the first day of the Third working week of each new quarter of the financial year (1st April to 31st March) unless otherwise agreed.

CONTRACT LEVEL PROGRESS MEETING AGENDA

To be sent out by UKEF ahead of each meeting.

EVENT/OPERATIONAL LEVEL PROGRESS REPORT FREQUENCY

Progress report frequency shall be governed by each Statement of Work issued under this contract. If reporting frequency is not defined within the Statement of work, it will be assumed to be the first Working Day of each calendar month for each active project unless mutually agreed otherwise.

EVENT/OPERATIONAL LEVEL PROGRESS MEETING FREQUENCY

Meeting frequency shall be governed by each Statement of Work issued under this contract. If reporting frequency is not defined within the Statement of work, it will be assumed to be the fifth Working Day of each calendar month for each active project unless mutually agreed otherwise.

KEY SUBCONTRACTOR(S)

To be defined within each Statement of Work issued under this contract.

The responsibility to gain approval for and update the list of Key Subcontractors sits with the supplier and shall be done in advance of use of any additional/alternative Key Sub Contractors on any UKEF event.

COMMERCIALLY SENSITIVE INFORMATION

To be defined within each Statement of Work issued under this contract.

SOCIAL VALUE COMMITMENT

The Agency agrees, in providing the Goods or Services and performing its obligations under the Order Contract, that it will comply with the social value commitments within their proposal and under the wider framework. The full and final social value commitment including any particulars and additions shall be mutually agreed within a month of the first quarterly meeting.

SERVICE CREDIT CAP

To be defined within each Statement of Work issued under this contract.

ORDER INCORPORATED TERMS

The following documents are incorporated into this Order Contract. Where numbers are missing, we are not using those schedules. If the documents conflict, the following order of precedence applies:

1. This Letter of Appointment including the Order Special Terms and Order Special Schedules.
2. *Joint Schedule 1 (Definitions and Interpretation) RM6124*

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3. The following Schedules in equal order of precedence:

- **Joint Schedules for RM6124**

- Joint Schedule 2 (Variation Form)
- Joint Schedule 3 (Insurance Requirements)
- Joint Schedule 4 (Commercially Sensitive Information)
- [Joint Schedule 6 (Key Subcontractors)]
- [Joint Schedule 7 (Financial Difficulties)]
- [Joint Schedule 8 (Guarantee)]
- Joint Schedule 10 (Rectification Plan)
- Joint Schedule 11 (Processing Data)
- [Joint Schedule 12 (Supply Chain Visibility)]

- **Order Schedules for RM6124**

- Order Schedule 1 (Transparency Reports)
- Order Schedule 2 (Staff Transfer)
- Order Schedule 3 (Continuous Improvement)
- [Order Schedule 6 (ICT Services)]
- [Order Schedule 7 (Key Supplier Staff)]
- [Order Schedule 8 (Business Continuity and Disaster Recovery)]
- [Order Schedule 9 (Security)]
- [Order Schedule 14 (Service Levels)]
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4. CCS Core Terms

5. Joint Schedule 5 (Corporate Social Responsibility) RM6124

6. Order Schedule 4 (Proposal) as long as any parts of the Order Proposal that offer a better commercial position for the Client (as decided by the Client) take precedence over the documents above.

No other Agency terms are part of the Order Contract. That includes any terms written on the back of, or added to this Order Form, or presented at the time of delivery. For the avoidance of doubt, the relationship between the Parties is non-exclusive. The Client is entitled to appoint any other agency to perform services and produce goods which are the same or similar to the Goods or Services.

FORMATION OF ORDER CONTRACT

BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Agency agrees to enter into an Order Contract with the Client to provide the Goods or Services in accordance with the terms of this letter and the Order Incorporated Terms.

The Parties hereby acknowledge and agree that they have read this letter and the Order Incorporated Terms. The Parties hereby acknowledge and agree that this Order 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.

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[REDACTED]		[REDACTED]	
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

ANNEX A

Agency Proposal



UNLIMITED%20-%20
B01%20Pricing%20(2



UNLIMITED - A01
Health & Safety.pdf



UNLIMITED- A01
Experience of previous



UNLIMITED - A02
Key Personnel.pdf

Objectives of the contract.

Business/ brand/ channel objectives

Ensure the export strategy is at the heart of the content developed e.g., finance is at the heart of the government's export strategy to ensure no viable UK export fails for lack of finance or insurance from the private sector.

Engage with customers Similar to previous years, the UK Trade and Export Finance Forum is another chance to showcase UKEF's achievements and thank the loyal base of customers that have contributed to its success, while engaging with new customers. The conference will reinforce and consolidate the close relationships that have been built with the private sector and media partners, trade associations and international banks.

Leading with finance agenda With the increased focus on international trade, particularly on export finance and insurance, UKEF's events will be a vehicle to deliver the leading with finance proposition. By presenting to overseas buyers the competitive finance solution offered by the government - and the strength of the UK supply chain - UKEF can be showcased as the leading ECA.

Promoting UKEF products and services and generate leads The range of UKEF products and services will be promoted to both UK companies and overseas buyers,

using previous customers to illustrate live case studies to potential customers. Advisory services through EFMs and IEFEs will also be highlighted with the aim for UKEF to generate leads from the conference.

Engaging with key stakeholders The events will provide a platform for increased engagement with key stakeholders UKEF relies on to deliver its products and services (banks and insurance brokers) and promote trade and export finance to UK companies and overseas buyers (trade associations, chambers of commerce, accountants and solicitors), giving them the opportunity to be seen as a partner of UKEF. Stakeholders will have the opportunity to showcase their services with exhibition stands and speaking opportunities during the event. They will also be offered the option to hold workshops and have pre-arranged 1-1 meetings with companies.

Ways of working:

1. UKEF will set a clear brief for the Supplier to enable them to deliver against the event objectives.
2. UKEF will maintain all budgetary sign off.
3. UKEF will maintain final approval on all event details.
4. UKEF will create the programme for the event.
5. UKEF will sign off on all communications before they are sent by the Supplier.
6. UKEF will recruit speakers, partners and exhibitors for the event and hand them over to the Supplier to manage their experience and participation at the event. The Supplier will ensure all speakers, exhibitors and partners are briefed on logistical details for the event.
7. Supplier will ensure all partner contracts are signed and processed for invoicing.
8. Supplier will follow UKEF brand guidelines for all material generated and develop the most effective and innovative design for the event.
9. Supplier will manage all pre-event, on site and post-event logistics to include but not limited to:
 - a. Registration (including collating all dietary and accessibility information)
 - b. Venue sourcing and management
 - c. Travel and accommodation where required.
 - d. Feedback management
 - e. Collection of partnership fees where required ahead of the forum.
 - f. Inputting of customer data into UKEF's CRM system
10. UKEF will provide copy for all recruitment communications. All communications will be deployed by the Supplier.
11. Supplier will draft all communications that delegates, speakers, partners and exhibitors receive once recruited. All communications must be proof-read with no grammatical or spelling mistakes before being sent to UKEF for final approval.
12. Supplier will create and manage the budget for the event, seeking approval from UKEF for all spend.
13. Supplier will manage technical production (i.e., AV, event app, staging).
14. Supplier will produce post event reports incorporating feedback from UKEF.
15. Supplier to provide appropriate training to UKEF and its event partners as required i.e., event technology. Each event partner will require separate training.
16. Supplier will need to consider environmental impact as part of every decision: i.e., no single use plastics, food to be local, if possible, no beef, vegan/vegetarian options to be available, use of recycled materials, reduce the amount of printed material where possible, encourage sustainability with partner suppliers.

Management and staffing

Supplier is free to make their own staffing decisions, but the expectation is that there would at least be dedicated staff covering:

- 1) Account manager to UKEF
- 2) Project Manager per event
- 3) Senior account manager to UKEF

Minimum Reporting Requirements

- A standard questionnaire for all products - questionnaires will be completed by customers post-event and enable UKEF to measure quality and satisfaction at individual event level in a timely manner.

- The survey should be around 1 page in length and focus on quality of service, customer satisfaction and expected value of any orders likely to be won as a result of attending the event or activity. Standardised questionnaires are provided for all events. Both qualitative and quantitative data should be gathered on the feedback form.

Specifications.

Introduction

This is a new Procurement for conferencing services for UKEF.

The Marketing and Communications events team have identified a requirement of up to 7 trade/customer facing events over the course of a financial year. The composition of these events is detailed below, but there is an intention to include a degree of flexibility in the resulting contract.

- 1) Flagship annual UK Trade and Export Finance Forum x1
- 2) Up to 6 Supplier fairs (this is the maximum required in –a year and is dependent on projects in pipeline).
- 3) Further UKEF events as identified by the Marketing and Communications events team

Annual UK Trade and Export Finance Forum

The annual UK Trade and Export Forum is a key event for UKEF. This one-day in-person forum is part of UKEF's wider event program to increase awareness and generate business leads. This event would need to cater for approximately 800 attendees of both UK and overseas delegates, with 94% of attendees being from the UK. It will be an opportunity to announce any new products, deals or strategy and showcase how UKEF is contributing to HMG's Export Strategy to get UK companies to export more.

Supplier Fair up to x6:

These one-day matchmaking hybrid events place UK businesses directly in front of international buyers, who are actively looking to buy British products and services. Businesses attending will be presented with information on the project by the international buyers. They will also have the opportunity to meet procurement representatives from the projects, please note businesses will need to be on the project's procurement framework to support the wider. project

There will be up to 150 people in attendance.

Details of the Service/Goods required.

Scope of the requirement is the same, but we are confident a UKEF only contract, will significantly improve the level of control, and quality of delivery. See "Value" below.

Annual UK Trade and Export Finance Forum

The venue (to be sourced by Supplier):

1. The venue will need to be able to hold a "plenary" session for the whole audience.
2. The venue will need to be able to hold 3 "breakout" sessions with enough space to hold an audience of 80 – 150 people in theatre or cabaret.
3. The venue will need to have space or spaces to hold 40+ meetings in various configurations (i.e., one-to-one, two-to-four), these should be comfortable engaging spaces, with natural light, soft seating and space to have private conversations if necessary. These meetings may need to be booked via an online system that the

supplier would manage or by providing a concierge service whereby the supplier reaches out to delegates on a sponsor's behalf to set up a meeting. In this instance there will be a limited number of meetings per event partner, and this will be limited to the Platinum and Gold partners.

4. The venue will need to be able to host at least one private meeting room for a Platinum Partners (there will be a maximum of 2).

5. The venue will need to have space for a "registration desk with branding and a registration system that is able to edit badges, provide live attendee numbers and print on demand. There will also need to be space for an "events office" which provides a space where organisers are able to store event materials and their belongings.

1 6. The venue will need to have space for a "standing lunch" for the delegates with optional seating available. a) Event website

2 b) E-emails

3 c) E-flyers

4 d) Social media assets to be produced for event partners.

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The venue must be fully accessible to those with disabilities.

Optimising online engagement: virtual platform:

1. Ability for delegates to seamlessly book meetings and connect with event partners and UKEF only (delegates should not be able to book meetings with speakers or other delegates but they can message each other).

2. Ability for questions to be asked remotely during audience Q&A (UKEF will monitor questions coming in from in the room and on the remote platform)

3. Virtual agenda and map of venue to be available to delegates.

4. Virtual resources to be produced for delegate recruitment:

5. E-mail campaign to help support event and drive delegate sign ups, included capability to target particular audiences.

6. GDPR compliant.

Ways of working:

1. UKEF will set a clear brief for the Supplier to enable them to deliver against the event objectives.

2. UKEF will maintain all budgetary sign off.

3. UKEF will maintain final approval on all event details.

4. UKEF will create the programme for the event.

5. UKEF will sign off on all communications before they are sent by the Supplier.

6. UKEF will recruit speakers, partners and exhibitors for the event and hand them over to the Supplier to manage their experience and participation at the event. The Supplier will ensure all speakers, exhibitors and partners are briefed on logistical details for the event.

7. Supplier will ensure all partner contracts are signed and processed for invoicing.

8. Supplier will follow UKEF brand guidelines for all material generated and develop the most effective and innovative design for the event.

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9. Supplier will manage all pre-event, on site and post-event logistics to include but not limited to:
 - a. Registration (including collating all dietary and accessibility information)
 - b. Venue sourcing and management
 - c. Travel and accommodation where required.
 - d. Feedback management
 - e. Collection of partnership fees where required ahead of the forum.
 - f. Inputting of customer data into UKEF's CRM system
10. UKEF will provide copy for all recruitment communications. All communications will be deployed by the Supplier.
11. Supplier will draft all communications that delegates, speakers, partners and exhibitors receive once recruited. All communications must be proof-read with no grammatical or spelling mistakes before being sent to UKEF for final approval.
12. Supplier will create and manage the budget for the event, seeking approval from UKEF for all spend.
13. Supplier will manage technical production (i.e., AV, event app, staging).
14. Supplier will produce post event reports incorporating feedback from UKEF.
15. Supplier to provide appropriate training to UKEF and its event partners as required i.e., event technology. Each event partner will require separate training. Supplier will need to consider environmental impact as part of every decision: i.e., no single use plastics, food to be local, if possible, no beef, vegan/vegetarian options to be available, use of recycled materials, reduce the amount of printed material where possible, encourage sustainability with partner suppliers

Funding:

1. Total event funding to be circa £286k. [REDACTED]
2. Supplier payment to occur post event. [REDACTED]
4. Supplier cost to be made up of service fee as a % of total event cost. Please include applicable rate cards for additional services.

Supplier fairs x6

The venue (to be sourced by the supplier):

- 1) The venue will need to be able to hold a "plenary" session for the whole audience from 10am – 12pm (maximum 150 people)
- 2) The venue will need to have space or spaces to hold 6+ individual meetings for 3 people at any one time from 1pm – 5pm, these should be comfortable engaging spaces.
- 3) The venue will need to have space for a "registration desk with branding and a registration system that is able to edit badges, provide live attendee numbers and print on demand. There will also need to be space for an "events office" which provides a space where organisers are able to store event materials and their belongings.
- 4) The venue will need to have space for a "standing lunch" for the delegates.
- 1 5) The venue will need to be able to host a morning coffee break and provide refreshments throughout the afternoon.
 - a) Event website
 - 2 b) E-mail

- 3 c) E-flyers
- 4 d) Social media assets to be produced for event partners.

Virtual requirements:

- 1. Live streaming of all group sessions.
- 2. Ability for questions to be asked remotely (UKEF will monitor questions coming in from in the room and on the remote platform)
- 3. Ability for delegates to only book meetings with UKEF and the project owner's procurement team.
- 4. Ability to host 6+ individual virtual meetings at any one time the day after the in-person event from 9am – 1pm (no in person meetings or content on this day).
- 5. All Sessions able to be viewed on-demand post-event.
- 6. Virtual agenda and map of venue to be available to delegates.
- 7. Virtual resources to be produced for delegate recruitment:
- 8. Recruitment campaign to help support event and drive delegate sign-ups, included capability to target particular audiences.
- 9. GDPR compliant.

Ways of working:

- 1. UKEF will set a clear brief for the Supplier to enable them to deliver against the event objectives.
- 2. UKEF will maintain all budgetary sign off.
- 3. UKEF will maintain final approval on all event details.
- 4. UKEF will create the programme for the event.
- 5. UKEF will sign off on all communications before they are sent by the Supplier.
- 6. UKEF will recruit speakers, partners and exhibitors for the event and hand them over to the Supplier to manage their participation at the event.
- 7. Supplier will ensure all speakers, exhibitors and partners are briefed on logistical details for the event.
- 8. Supplier will ensure the partner contract is signed and processed for invoicing.
- 9. Supplier will follow UKEF brand guidelines for all material generated.
- 10. Supplier will work effectively with UKEF to develop the most effective and innovative design for the event.
- 11. Supplier will manage all pre-event, on site and post-event logistics to include but not limited to:
 - a. Registration
 - b. Venue sourcing and management
 - c. Travel and accommodation where required.
 - d. Feedback management
 - e. Collection of fees from the event partner
 - f. Inputting of customer data into UKEF's CRM system
- 12. Supplier will promote UKEF events directly via email. UKEF will provide recruitment email copy and the Supplier will send the recruitment email.
- 13. Supplier will draft all communications that delegates, speakers, the partner (inc. 1-1 hosts) and exhibitors receive once recruited. All communications must be proof-read with no grammatical or spelling mistakes before being sent to UKEF for final approval.
- 14. Supplier will create and manage the budget for the event, seeking approval from UKEF on all spend.
- 15. Supplier will manage technical production (i.e., event app, AV, staging).

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16. Supplier will produce post event report incorporating feedback from UKEF as part of continuous improvement.

17. Supplier to provide appropriate training to UKEF and its event partner as required i.e., event technology. The event partner and UKEF will receive separate training.

18. Supplier will need to consider environmental impact as part of every decision: i.e., no single use plastics, food to be local, if possible, no beef, vegan/vegetarian options to be available, use of recycled materials, reduce the amount of printed material where possible, encourage sustainability with any partner suppliers.

Funding:

7. Total event funding to be circa £30k per event.

8. Supplier payment to occur post event.

Supplier cost to be made up of service fee as a % of total event cost. Please include applicable rate cards for additional services.

Commercial Policy considerations:

As per DPS requirements.

IT and Data security requirements, including data protection considerations.

As per DPS requirements.

Key Performance Indicators

SLAs:

1. Supplier to provide a project plan at the start of the project, noting holidays of all those supporting the event and how delivery will be resourced in their absence.

2. Quality control of external communications. UKEF will review all external communications for spelling, grammar, format, punctuation and tone. Should errors be identified UKEF will make the supplier aware of the changes required and they must be rectified within 24 hours.

2. Supplier to respond to maintain a timely response to UKEF email correspondence.

3. Supplier to maintain a timely response to external parties regarding UKEF events.

4. Event meeting platform to always be available once booking slots are released to public access.

5. Supplier to adhere to social value requirement of living wage for all directly contracted staff.

6. Supplier to adhere to social value requirement of reducing any instance or opportunity for modern slavery to occur.

7. Supplier to collect event delegates satisfaction surveys and share results with UKEF. Minimum level of satisfaction to be achieved at each event.

8. Invoices will quote the correct PO, contract number, the authority contact, and qualitative description of work being done. Invoices must be clearly itemised and reconciled within 2 weeks of the event and issues 48 hours after.

9. Supplier to deliver each event within 5% of initial event charges agreed for the Event.

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10. Supplier to ensure all material, physical or digital to adhere to UKEF brand guidelines.

KPIs:

1. 99% of external communications to have 0 instances of grammatical and spelling errors.
3. Email responses to UKEF, speakers, event partners and exhibitors to take no longer than 24hrs 99% of the time. (Mon-Fri, 9am – 5pm GMT)
4. Email responses to external delegates / customers to take no longer than 48hrs 99% of the time, (Mon – Fri ,9am – 5pm GMT).
4. Meeting booking platform to be available to external delegates and UKEF personnel 99% of the time.
5. Supplier to pay at least living wage for all directly contracted personnel 100% of the time, for the duration of the contract.
6. Supplier to confirm all part of their supply chain adhere to modern slavery regulations 100% of the time for the duration of the contract, evidence to be shared with UKEF on a quarterly basis.
7. Delegate satisfaction regarding logistics (e.g., venue, communications, access to webapp) to exceed 85% for 100% of events.
8. Supplier to submit 100% of invoices, on time, with correct information to the correct authority contact.
9. Supplier to deliver 95% of total events within the 5% initial budget. Calculation is an average of events closed within the quarter.
10. Supplier will be provided with UKEF brand guidelines during onboarding and will be required to follow them on all generated material 100% of the time.

Service Credits:

0.5% service level credit for each percentage point under the specified performance measure.

The Service credits shall be calculated on the basis of the following formula:

Formula: $x\% \text{ (Service level performance measure)} - x\% \text{ (Actual service level performance)} = x\% \text{ of the charges payable to the buyer as service credits to be deducted from the next invoice payable to the buyer.}$

Worked example: $99\% \text{ (Service level performance measure)} - 97\% \text{ (Actual service level performance)} = 1\% \text{ of the charges payable to the buyer as service credits to be deducted from the next invoice payable to the buyer.}$

Applicable SLAs and KPIs:

1. Quality control of external communications.
2. Event delegate Feedback.
3. Invoicing.
4. Delivery of event within agreed budget.
5. Adherence to UKEF brand guidelines.

Supplier to articulate their service fee as a % of total event cost. Supplier to then include a rate card matching or bettering that which was included in the Supplier's proposal for specific or additional services they recommend over and above the initial proposal.

Payment Method:

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The method of payment will follow:

- Supplier to raise PO for the full amount required for the event and share this with the UKEF for sign off.
- Once the UKEF has signed off PO, they can contract the venue and begin confirming suppliers for the event.
- The supplier then sends UKEF an invoice for the pre-payment of the venue before the event.
- At the end of the event, the supplier will then send over the final invoice which is reviewed by UKEF
- Once all charges are agreed, it is sent for payment.

No set budget for either the supplier fair or annual conference, budget values provided are indicative only.

Reporting Requirements

- A standard Point of Delivery (PoD), questionnaire for all products - questionnaires will be completed by customers at the event which enables UKEF to measure quality and satisfaction at individual event level in a timely manner.
- The survey should be around 1 page in length and focus on quality of service, customer satisfaction and expected value of any orders likely to be won as a result of attending the event or activity. Standardised questionnaires are provided for all Events. Both qualitative and quantitative data should be gathered on the feedback form.

Supplier Obligations

- The Supplier will distribute and collect the surveys to all attendees and encourage their completion.
- Provide analysis of this information to enable meaningful decisions to be made for future delivery across all event suppliers.

UKEF Obligations

- UKEF will provide questionnaire templates and all necessary information in order for the Supplier to effectively manage the feedback surveys and assess all events.
- UKEF will review all feedback, and this will be included in the post-event wash up call with the Supplier.

Payment Method:

The method of payment will follow:

- Supplier to raise PO for the full amount required for the event and share this with UKEF for sign off.
- Once UKEF has signed off PO, Supplier can contract the venue and begin confirming suppliers for the event.
- The Supplier then sends UKEF an invoice for the pre-payment of the venue before the event.
- At the end of the event, the supplier will then send over the final invoice which is reviewed by UKEF
- Once all charges are agreed, the invoice is sent for payment.

Annex B – Finalised template to be agreed between the Buyer and the Agency within one month of Contract Signature

Statement of Work- To be employed each time UKEF wish to instruct an event with the Agency.

This Statement of Work is issued under and in accordance with the Order Contract entered into between the parties dated *[insert date of signature of Order Contract.]*

Any schedule attached to this Statement of Work will describe in detail the different types of Services to be provided under that Statement of Work. A schedule attached to this Statement of Work only applies to the relevant project to be delivered under that Statement of Work, and not to any other Statement of Work, or to the provision of the Services as a whole.

1.1 Where a Statement of Work would result in:

- a variation of the Services procured under this Order Contract;
- an increase in the Charges agreed under this Order Contract; or
- a change in the economic balance between the Parties to the detriment of the Client that is not provided for in this Order Contract, the relevant term(s) will be dealt with as a proposed Variation to this Order Contract in accordance with the Variation procedure set out in Clause 24.

Project:	<i>Set out a short description of the Project.</i>
Project start Date Notice period for cancellation [Project Notice Period]:	<i>Set out the start date for this Project and its duration and the likely end date if known– state whether for a fixed term or an initial term with extension periods.</i> <i>Where the parties are agreeing a Project Notice Period for cancellation of Project, specify the notice period.</i>
Overarching Brand/Campaign	<i>If this campaign is part of a wider overarching campaign or uses specific Government owned brands (such as the GREAT Britain brand for example) please state them and what the relationship of this campaign will be to them.</i>
Goods or Services	<i>Set out a description of the Goods or Services to be supplied by the Agency for this Project.</i> <i>State any specific activities agreed in the pitch that are to be delivered as part of this campaign.</i>

	<p>Ensure you capture any work across distinct specialisms or channels, for example if you were working on an integrated campaign you may write:</p> <ul style="list-style-type: none"> • Creative for campaigns (service) • Development and testing of creative propositions (deliverables) • Creative assets for use on social media • Delivery of creative assets for “Above the Line” media • Seamless working with the client’s media buyer to deliver assets in the correct format to required deadlines. • PR • PR strategy that compliments the “Above the Line” approach • Development and delivery of PR hooks/stunts in agreement with the client • Development of three Op eds, case studies and three feature articles • Management of media at up to seven events, working with departmental press office • Evaluation in accordance with the OASIS framework <p>State if you require any specific requirements and ways of working such as third-party consents, licences, clearances that Agency needs to obtain and products or purchases.</p> <p>State that Client’s use of the Goods or Services will be “subject to any third-party usage rights which are notified to the Client in accordance with this Order Contract “.</p>
Project Plan:	<p><i>Set out the timing of each phase of the project, any key dates and/ or delivery of the Services and/or the Goods or Services (if known)</i></p>
Contract Charges:	<p><i>Set out the calculation of the Contract Charges [(including rules for the recovery of expenses where applicable)] payable to Agency for this Project e.g., details of any fixed price, time and materials in which case Agency’s Rate Card should be attached, together with invoice dates or milestones that trigger payment.</i></p> <p><i>Set out any payment terms specific to the Project.</i></p>

	<p>Examples of different wording for Contract Charges:</p> <p><i>The Client shall pay the Agency the sum of £[...] for delivery of these Services, payable in monthly instalments. For the avoidance of doubt, the Contract Charges shall be inclusive of all third-party costs.</i></p> <p>OR</p> <p><i>The Contract Charges shall be calculated using the hourly charge out rates shown in [the Tender], [provided that the total Contract Charges shall not exceed £ [...].] For the avoidance of doubt, the Contract Charges shall be inclusive of all third-party costs.</i></p>
Client Assets:	<i>Set out details of the materials or information to be provided to the Agency.</i>
International locations:	<i>If Services are to be supplied outside the UK, specify additional territories here</i>
Client Affiliates:	<i>If relevant, set out any Client Affiliates which will be using Goods or Services</i>
Special Terms:	<i>Set out any special terms that are intended to take precedence over the Order Terms and/or the Schedules to the Order Terms such as, security requirements, warranties, specific insurance requirements, any specific data reporting requirements etc.</i>
Key Individuals:	<i>Set out details of the key personnel from the Agency for this Project if relevant.</i>
Authorised Agency Approver:	<i>Set out details of the person(s) who have the authority to agree day to day decisions on behalf of Agency for this project.</i>
Authorised Client Approver:	<i>Set out details of the person(s) who have the authority to agree day to day decisions on behalf of Client for this Project.</i>

Signed by:.....

by (print name):.....

As Agency Authorised Approver for and on behalf of

DPS Schedule 6 (Letter of Appointment and Order Schedules)

Crown Copyright 2021

[Agency]

Date.....

Signed by:.....

by (print name):.....

As Client Authorised Approver for and on behalf of

[Client]

Date.....