

Hypothetical scenario for pricing purposes. Working to a maximum budget of £30,000.00 excluding VAT:

PCA requires you to plan, arrange and facilitate an annual conference to raise awareness of the Pubs Code, current compliance issues and priorities of the PCA. Desired attendees include regulated pub-owning businesses, tied tenants, trade bodies, media, and industry commentators and you will need to publicise the event and maximise the numbers attending. This will include advising the PCA how best to promote the event across its social media channels and creating content to support this. The PCA would like this to run as a half-day hybrid event with in-person attendance in London (with capacity of circa 40 people) and availability to join online. We will require you to source venue options to ensure the PCA receives value for money (cost of venue to be paid directly by the PCA). You will need to draft and distribute a press release for the event and explore opportunities for media interviews with the PCA.

The PCA would also like to show short videos at the event to bring the Code to life, such as tenants talking about their rights under the Code. We will therefore require you to find suitable tenants and manage the end-to-end process to include all arrangements, filming, and editing. The PCA also requires photos of tied tenants and pubs for use across its website and other products.

The PCA also wants to launch its rebranding at the annual conference. You will need to assist the PCA in developing a new logo and colour palette, which we could roll out across our new website. We will require you to conduct research or other forms of engagement so we can understand stakeholder perceptions and expectations of the PCA, particularly the views of tied tenants.