



**UNIVERSITY  
OF LONDON**

# **Tender For Marketing Services**

**The University of London  
International Academy**

[london.ac.uk](http://london.ac.uk)



**UNIVERSITY  
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PROGRAMMES



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# Supplier Engagement Day

26 January 2016 ✨ 10:00am - 12:30pm

University of London, The Court Room  
Malet Street, London WC1E 7HU

# Welcome Suppliers!

- Welcome to the Supplier Engagement Day for the Marketing Services Tender.
- Who are we? The University of London project teams.
- Our goals today:
  - To meet bidding suppliers
  - To tell suppliers more about the contract we are awarding and how we will award it
  - Answer any questions you might have
  - Have you read the PQQ and the Marketing Services and Tender Overview document?
  - Fire evacuation and comfort facilities
  - Sign in sheet and today's agenda

# Today's Agenda

10:00am - 10:30am	Registration
10:30am - 10:35am	Welcome to the Supplier Engagement Day
10:35am - 10:40am	Who We Are: The International Academy
10:40am - 11:00am	The Marketing Services: What Are We Looking For?
11:00am - 11:30am	Key Points In The Tendering Process
11:30am - 11:45pm	Break
11:45am - 12:30pm	Question & Answer Session
12:30pm	Event Close

# University of London International Academy



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What we do:

- The relationship between the University of London and the International Academy
- Our aims and goals
- Our students
- Working in partnership with our suppliers
- Providing high quality, customer focused services

# Marketing Services for the University of London International Academy

## What Are We Looking For?

# Contract Overview

## The Marketing Services Contract:

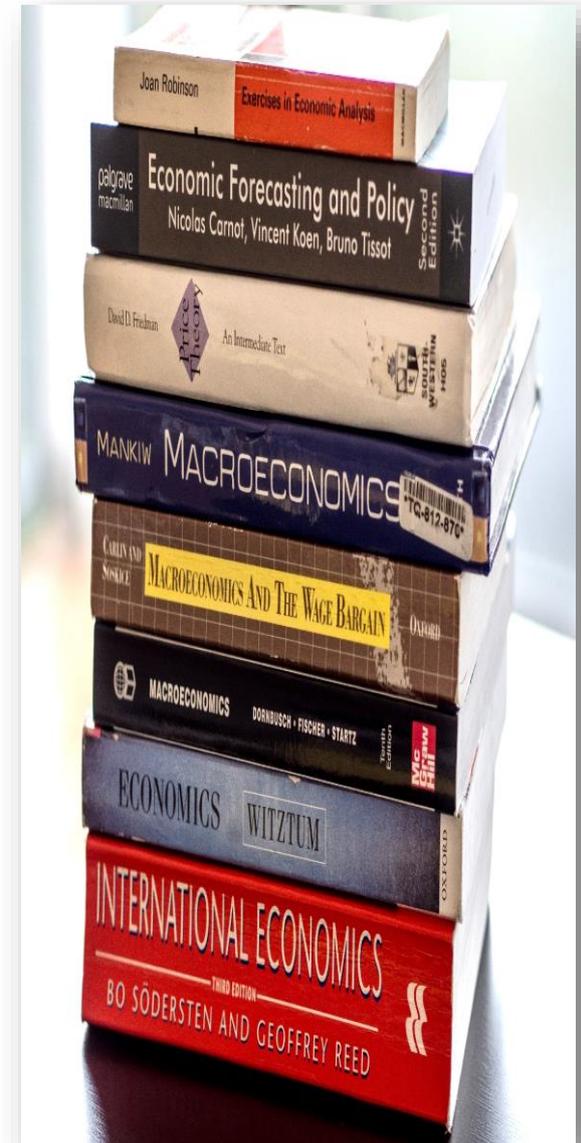
- Advertising services
- Testing
- Creative/design work
- Campaign development
- Cross-channel evaluation

## Contract Term

- 1 contract will be awarded
- 3 years with a possibility to extend for a further 2 years, upon agreement

## Estimated Aggregate Contract Value

- 1 year £1.4million
- 3 year term valued at £4.2million







A federation of 18 Member Institutions  
and a number of specialist  
research Institutes

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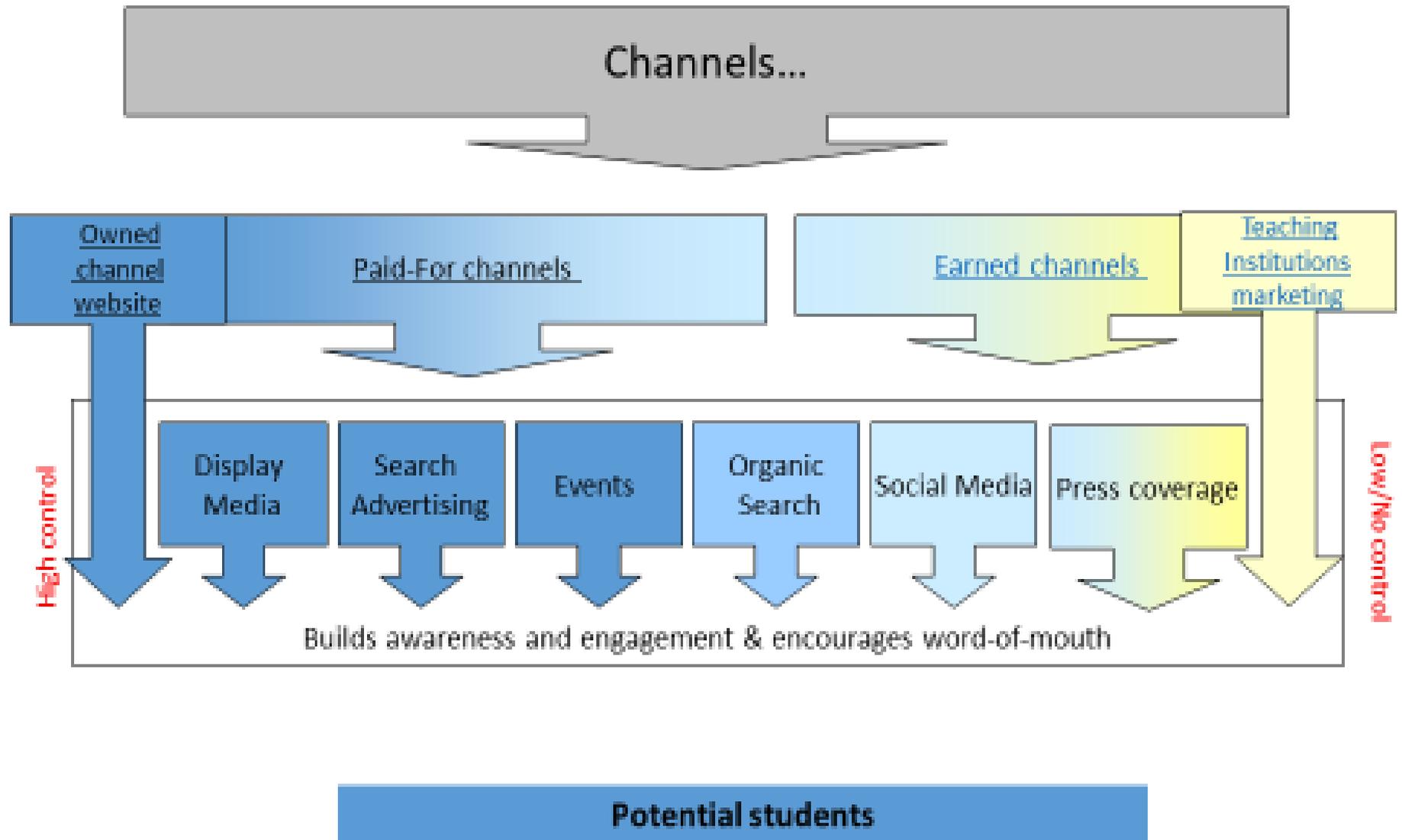
In collaboration with  
11 Member Institutions:



Product of the collaboration



# Integrated channel strategy



# Key Requirements of the Service

We are looking for a supplier who:

- Has the skills and capability to provide a quality marketing service to the University
- Provides excellent customer service
- Is willing to work in partnership with the University
- Can provide innovative solutions in delivering the service
- Is able to track and report on the progress and ultimate success of our campaigns



# Key Points In The Tendering Process

**Procurement Planning,  
Strategy & Budgets**



```
graph TD; A[Procurement Planning, Strategy & Budgets] --> B[Stakeholder Analysis, Market Engagement, Options Appraisal & Business Case]; B --> C[Internal & External Consultation, Specification Development & Route to Market]; C --> D[Tender & Quotation Advertisement]; D --> E[Evaluate Supplier Self Certification & Tender]; E --> F[Award The Contract]; F --> G[Raise Purchase Order & Receive The Services];
```

The diagram is a vertical flowchart with seven steps. Each step is contained within a colored rectangular box with a black border. The boxes are connected by downward-pointing arrows of the same color as the boxes. The colors of the boxes from top to bottom are: red, cyan, green, purple, yellow, maroon, and blue. The text inside each box is white and bold.

**Stakeholder Analysis,  
Market Engagement,  
Options Appraisal &  
Business Case**

**Internal & External  
Consultation,  
Specification Development  
& Route to Market**

**Tender & Quotation  
Advertisement**

**Evaluate Supplier Self  
Certification & Tender**

**Award The Contract**

**Raise Purchase Order &  
Receive The Services**

# Key Dates In This Tender Exercise

#	Item	Date
1	PQQ uploaded to Proactis	17 January
2	Supplier Engagement Day	26 January
3	PQQ return date	10 February
4	PQQ evaluation	10 – 23 February
5	3-5 Shortlisted Suppliers invited to tender	24 February
6	Shortlisted supplier site visits	24 February – 11 April

# Key Dates In This Tender Exercise

7	Tender return date	12 April
8	Supplier presentations	26 April – 5 May
9	Evaluate supplier final proposals & select winning tender	5 – 11 May
10	Provisional contract award	18 May
11	Contract award	22 May
12	Implementation period	1 – 30 June
13	Contract Go Live	1 June

# The Prequalification Questionnaire

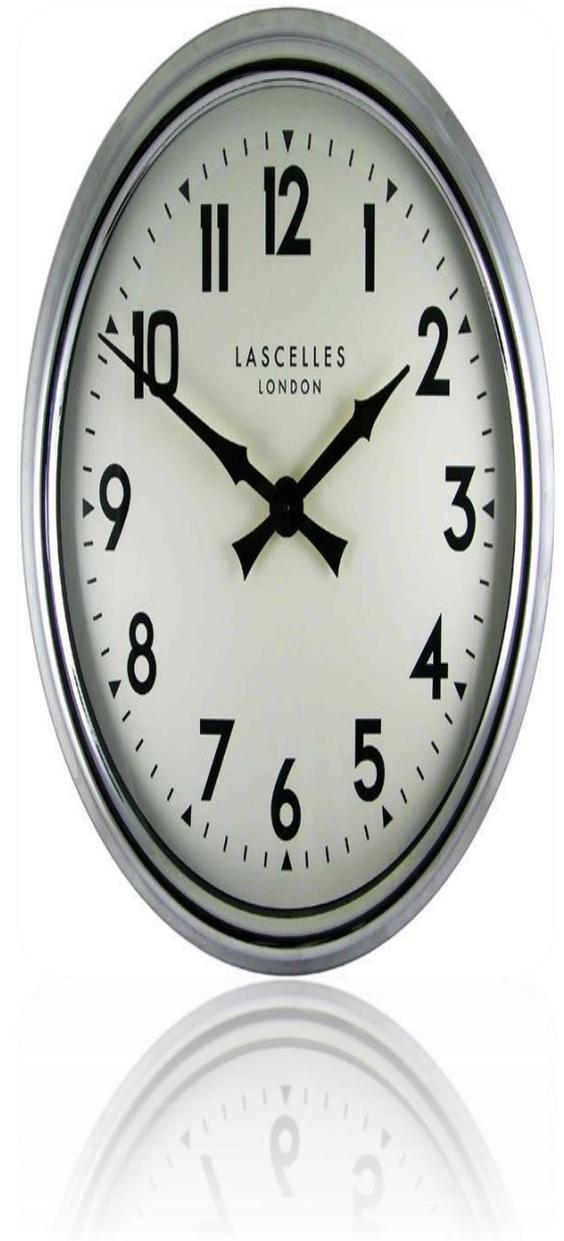
The PQQ is used to establish supplier capability and financial sustainability:

- Mandatory and Discretionary Exclusions
- Modern Slavery Act
- Conflict of interest
- The Bribery Act
- Financial Sustainability
- 2 years of audited accounts
- Insurances
- Good credit rating



# PQQ Return Date

- Has everyone registered on the Proactis e tendering system?
- You may have received a message stating the closing date for this project was 25 January 2017. This is incorrect.
- **The closing date and time for the return of the PQQ is before 12:00pm on 10 February.**
- If you are unable to upload your documents to Proactis, PDF your completed PQQ and financial accounts and send to [procurement@London.ac.uk](mailto:procurement@London.ac.uk).
- We will confirm receipt of your documents.



# Professional References

Suppliers must submit 3 professional references:

1. Must be relevant to the services in this contract
2. Must be of similar value and scope
3. References will be scored. The weighing for this criteria is 4
4. We will check references!



# The Supplier Case Study

- Suppliers must submit a short case study on a similar project or contract.
- Case studies will be scored; the weighting for this capability is set at 5.
- The case study must be:
  - About a relevant contract or project in delivering a marketing service
  - Can be for contract work, "one-off" project or free
  - Able to show your past or current knowledge, skill and experience relevant to this contract
  - Written directly into the ITT Word document
  - 3000 words maximum

# Key Documents In The ITT

## Marketing Services ITT:

- Instructions to Tenderers
- FOI information
- Service specification
- Tender response document
- Pricing spreadsheet
- Form of Tender
- Confidentiality statement
- Marketing terms and conditions of contract



# Instructions to Tenderers

- This document will provide suppliers with instructions on how to complete and submit their tender.
- Be sure to follow all instructions and ask questions if there is anything you do not understand.
- The University is currently not an organisation within the definition of a “contracting authority” under Regulation 2(1) of the Public Contracts Regulations 2015 and is not obliged to adhere to the EU Public Procurement Directives.



# Tender Evaluation

- The contract award is based upon the Most Economically Advantageous Tender submitted, or the consideration of both price and quality.
- Tenders will be scored 40% towards price and 60% towards quality.
- The highest scoring tender will be awarded the contract.
- The ITT pack will provide more information. Review the worked example of how tenders will be scored in practice.



# Weighting

All tenders will be evaluated on a weighted and scored methodology, based upon your responses in the response document.

Each criterion is weighted in importance, using a 1-5 matrix:

Weighting of 1	Low Importance
Weighting of 2	Not Very Important
Weighting of 3	Important
Weighting of 4	Very Important
Weighting of 5	Extremely Important



# Tender Response Scoring

Each response will be scored on a 0-5 scale

Weight X Score = final criterion score

0	<b>Failure.</b> Failed to address the question/issue.
1	<b>Unfavourable.</b> An unfavourable response/answer/solution. There is limited or poor evidence of skill/experience sought; a high risk that relevant skills will not be available.
2	<b>Less Than Acceptable.</b> Less than acceptable. The response/answer/solution/information lacks convincing evidence of skill/experience sought; lack of real understanding of requirement or evidence of ability to deliver; medium risk that relevant skills or requirement will not be available.
3	<b>Acceptable.</b> Acceptable response/answer/solution/information to the particular aspect of the requirement; evidence has been given of skill/experience sought.
4	<b>Above Acceptable.</b> Response/answer/solution/information demonstrates real understanding of the requirement and evidence of ability to meet it (based on good experience of the specific provision required or relevant experience of comparable service or supply).
5	<b>Excellent.</b> The response/answer/solution provides real confidence based on experience of the service or supply provision required. Response indicates that the supplier will add real value to the organisation with excellent skills and a deep understanding of the service or supply requested.

# The Marketing Services Tender Specification

The specification will include details on the services we require:

Schedule 1.0 Quality & Performance Management

Schedule 2.0 Management & Information Reporting

Schedule 3.0 Systems & Data Management

Schedule 4.0 Security & Risk Management

Schedule 5.0 Staff & Resource Management

Schedule 6.0 Customer Service & Complaints Resolution

Schedule 7.0 Service Sustainability

Schedule 8.0 Internship & Work Experience Programmes

Schedule 9.0 Equalities

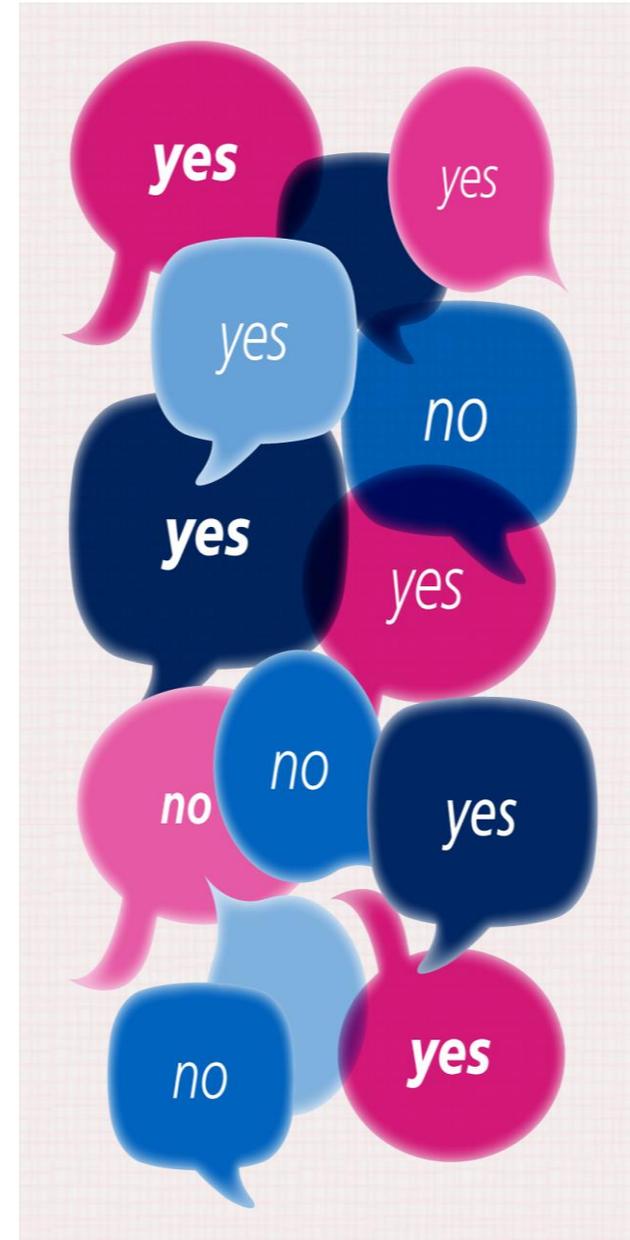
Schedule 10.0 Innovation & Added Value

Schedule 11.0 Contract Pricing Schedule

# Service Specification Response

Key Marketing Service Areas:

1. Advertising Services
2. Advertising Testing Services
3. Creative & Design Services
4. Campaign Development Consultancy
5. Cross Channel Evaluation



# Supplier Presentations

- Shortlisted suppliers will be required to prepare a presentation for delivery between 26 April and 5 May.
- Detailed requirements of the presentation will be given to shortlisted suppliers shortly before they are required to present.
- All presentations will be scored and added to the final evaluation score. All presentations are weighted as a 5.
- You will have an audience, consisting of the project teams, critical friends and decision makers.

# Contract Pricing

Suppliers must complete the attached Marketing Tender Pricing spreadsheet.

There are 5 areas of contract price:

1. Contract Implementation Price
2. Monthly Management Fee
3. Staff Rates For Creative Services
4. Staff Rates For Social Media
5. Staff Rates For Market Research



# Pricing Notes

- All pricing submitted must be in pounds Sterling.
- Prices must be exclusive of VAT.
- Contract prices will be fixed for the 3 years of the contract term.
- The spreadsheet includes enough space for suppliers to submit prices for additional services they could provide. These will be considered but not scored.

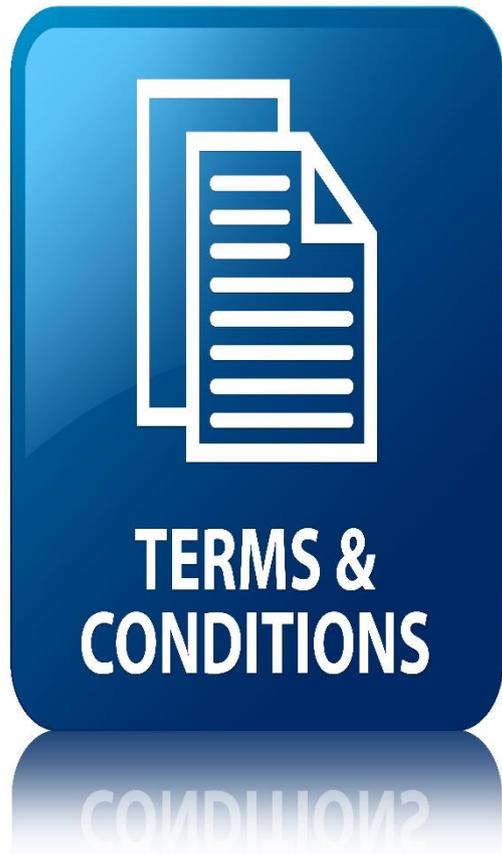


# The Form of Tender

The Form of Tender must be completed and signed or your tender will be withdrawn from competition. The Form of Tender confirms:

- You agree to do the work as required in the specification and in your tender response
- The price of the bid you are submitting
- That you agree to keep your tender bid open for acceptance by the University for 6 calendar months
- Agreement with the terms of the Absence of Collusion section 4.6

# Terms & Conditions of Contract



- By signing the Form of Tender you are agreeing to the University of London's terms and conditions of contract.
- The terms and conditions are not open for negotiation in this tender exercise.
- Be sure to review the terms & conditions of contract and take legal advice if necessary.
- Please ask questions via Proactis if there is anything you do not understand.

# Submit A Winning Tender

- Be prepared. Organise all of your business and service information before you start writing your response.
- Answer all questions honestly, briefly, clearly and in full. Do not leave any blank spaces.
- Only responses in the Word document will be evaluated and scored. Do not refer to attached documents, websites, Facebook pages, etc.
- Complete the PQQ in full and include 3 favourable references.
- Tender responses must focus on HOW you will provide the service to the University if you are awarded this contract.
- Only provide information relevant to this contract.

# Submit A Winning Tender

- Be sure to mention your membership of recognised regulatory bodies, accreditation and/or guarantee schemes.
- If there is anything you don't understand – ask questions.
- Review the terms and conditions of contract and seek legal advice if necessary.
- Review and sign the Form of Tender.
- Provide all requested information by the due date.

**PQQ return date: 10 February 12:00pm**

**Tender return date: 12 April 12:00pm**



# De-briefing

- If your tender is not successful you will be provided with feedback.
- The project team will provide you with information about which elements of your bid were your strengths and which areas could be improved.
- Don't be discouraged! The University does not maintain "banned supplier lists" so do bid for other contract opportunities in future.



# Questions?



- Q&A session on today's presentation.
- Questions specific to the tender must be submitted online through the Proactis system.
- If you have any questions about today's meeting or the procurement process, please contact me directly:

Stephen Regalado MCIPS

Procurement Manager

Finance and Planning Department

Mail: [Stephen.regalado@london.ac.uk](mailto:Stephen.regalado@london.ac.uk)