

**Request for Quotations (RFQ)**

**Delivery of Hands-on Workshop -**

**Digital Marketing**

 **(One of four Additional Post-Programme Marketing Tactics Workshops)**

**June 2015**

**RFQ closing date:** Monday 15th June 2015 at 12 noon

###

**BACKGROUND INFORMATION – Aston Business School, Aston Programme for Small Business Growth (Part Funded by ERDF)**

Aston University was founded in 1966 and is located in the centre of Birmingham. It is home to approximately 9,500 students and encompasses four schools of study; Life and Health Sciences; Languages and Social Sciences; Engineering and Applied Sciences and finally, Aston Business School. Within Aston Business School, there are currently several programmes running which are devoted to small business support and the improvement of small business performance. This new programme is part funded by the Government-led European Regional Development Fund (ERDF).

Designed specifically for small businesses leaders, the Aston Programme for Small Business Growth is a free programme for businesses in the West Midlands, providing leadership and management education for small business leaders wanting to grow their businesses. In a series of workshops supplemented by one-to-one support the programme addresses a comprehensive range of issues faced by growing SMEs and culminates in the development of their own Plan for Growth for their business. The programme ran from February to June 2015.

*Programme Eligibility*

To be eligible for the Aston Programme business owners needed to have the desire and drive to grow their business. The business needed to:

* Be scalable and have the ambition and opportunities for growth
* Be a registered business located in the West Midlands
* Be trading and be able to provide evidence of trading revenue (not a start-up)
* Have at least one FTE employee
* Meet the De Minimis State Aid criteria (no more than 200,000 Euro State Aid in the last 3 years)

Further info:

* Aston Centre for Growth: [www.aston.ac.uk/centreforgrowth](http://www.aston.ac.uk/centreforgrowth)
* ERDF Programme: [www.aston.ac.uk/smallbusinessgrowth](http://www.aston.ac.uk/smallbusinessgrowth)

### GENERAL CONDITIONS OF REQUEST FOR QUOTATION (RFQ)

1. **RFQ Instructions**

Responses to the RFQ must be submitted in accordance with the following instructions. These instructions are designed to ensure that all providers are given equal and fair consideration. It is important that you provide all the information requested in the format and order specified.

* 1. Your RFQ document and quotation will be treated as part of your expression of interest. In order for your application to be considered, you must return all required documents by the due date and time as indicated.

1.2 All details within the RFQ must be treated as private and confidential and thus shall not be disclosed to any party, whether your RFQ submission is successful or not.

1.3 Where Aston Business School, Aston Programme for Small Business Growth team discovers any errors or omissions in your RFQ, this will be pointed out and you will be given the opportunity to confirm the tender sum. We reserve the right to reject any incomplete RFQ.

1.4 The provider warrants that the prices in your submission have been arrived at independently, without any consultation, communication, agreement or understanding, either for the purpose of restricting competition or on any matter relating to such prices, with any other provider or with any competitor and prices are fully inclusive to meet the requirements of the RFQ.

1.5 Aston Business School, Aston Programme for Small Business Growth team reserves the right, unless the provider expressly stipulates to the contrary in the RFQ, to accept all or part of the RFQ without being bound to accept the whole tender.

1. Contract Award Criteria

|  |  |
| --- | --- |
| **Supplier expertise and capability to meet requirements** | 50% |
| **Supplier capability to deliver the materials in a timely manner and the workshop on the specified date** | 25% |
| **Value for money** | 25% |
| **TOTAL** | 100% |

* 1. Aston University does not bind itself to accept the lowest price. The contract will be awarded on the basis of the RFQ that is most economically advantageous to Aston Business School, Aston Programme for Small Business Growth team. Account will be taken of any factors which impact on the provider’s suitability that emerge from the tendering process and relate to information previously provided by the provider.
	2. Unsuccessful providers will be notified about why they have been unsuccessful.
1. Award of contract

3.1 The preferred provider will be recommended by the project team based on the capability to meet specification and delivery requirements and value for money. The successful provider will be notified by email.

1. Scope of Contract

This is an exciting new opportunity, which will require the successful tenderer to provide a “Digital Marketing” workshop to include prior preparation of presentation slides and provision of all workshop materials and relevant handouts. The workshop will be delivered as a three hour half-day session, as part of a series of post-programme marketing workshops designed to address participants’ need for tactical, hands-on marketing support. There are 30 business owners on the full programme and we would anticipate around 50% attending this workshop.

Suppliers are encouraged to apply for this project if they meet the following criteria:

* Have experience of delivering hands-on, practical marketing workshops that enable participants to examine and develop their own business’ marketing tactics
* Have experience of working with leaders of small businesses to provide marketing support
* Have the capacity to deliver a tailored presentation within the specified timescale and deliver the workshop on the specified date of 26th June

This opportunity is one of several currently advertised for a 2-day period of workshop delivery. Providers are encouraged to apply for one or more of these opportunities dependent on their capabilities and expertise.

1. **Price**

Please provide and attach detailed costs on an official quote (letter headed paper).

Please provide a quote for the full cost of the specification including any set-up, preparation and delivery and any other specific costs that will be incurred.

All prices quoted should **exclude** Value Added Tax (VAT). A payment schedule will be agreed with the successful supplier on award of contract.

As this programme is majority funded by ERDF, the budget for all procured services and items needs to be itemised as well as both competitive and justifiable

1. **Submission of RFQ**

All Proposals should be received by Monday 15th June 2015 at 12noon. Please email your proposal to smallbusinessgrowth@aston.ac.uk

1. Timetable -

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| --- | --- |
| Procurement Process | Date |
| Invitation to Quote | Monday 8th June 2015 |
| Closing date for receipt of RFQs  | Monday 15th June at 12 noon |
| Suppliers notified of Outcome | Tuesday 16th June |
| Supply proposed presentation and handouts for approval | Friday 19th June |
| Workshop Delivery Date | Friday 26th June, 9.30am OR 1pm |

Contact Information

If you have any queries please contact in the first instance

1. Katy Lewis 0121 204 3077 k.lewis3@aston.ac.uk
2. Kate Angel 0121 204 4523 k.angel@aston.ac.uk
3. Fiona Barnes 0121 204 4911 f.barnes@aston.ac.uk

**SPECIFICATION**

Provide a 3 hour interactive workshop on “Digital Marketing” including prior submission of presentation slides, and provision of all relevant handouts and workshop materials. Details of the workshop are

**Date**: 26th June 2015

**Time**: 9.30am – 12.30pm OR 1.00pm – 4.00pm

**Location:** The Studio, 7 Cannon Street, Birmingham, B2 5EP, UK

**Audience:** A group of small business leaders from across the Midlands, who have recently completed the Aston Programme for Small Business Growth

We expect the workshop to attract up to 15 delegates; a room has been booked to accommodate this number in boardroom style and refreshments will be provided.

The workshop should enable attendees to:

* Examine their current digital marketing activity and explore the options available to small business owners
* Gain an understanding of digital marketing tactics, both paid and unpaid
* Participate in interactive exercises that will enable them to better plan future digital marketing activity and align it with their offline marketing plan
* Learn more about: display advertising and Google AdWords; creating successful website copy and search engine optimisation
* Go away with a suite of practical tools that can be put to immediate use within their businesses.

The workshop should cover a range of digital media activity, including but not limited to the above, and should be very interactive.

The proposal should also include the following:

1. Background information on your company
2. Details of similar workshops you have delivered previously and, if available, sample workshop materials
3. A CV or biography for all those involved in delivering the workshop
4. Price to include all costs
5. Estimated costs until December 2015 if we are to select your company for any future requirements.

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| --- | --- |
| Please confirm if the prices quotes and ongoing prices/daily rates would be valid until the end of the project in December 2015 | Yes/No |
| If no, please confirm what the prices would be |  |
| Please confirm that the specification above can be met. |  |
| Name of contact and details for this RFQ |  |
| Please confirm that you agree to work against Aston University's terms and conditions? Please see below. |  |

### ASTON UNIVERSITY STANDARD CONDITIONS

### OF CONTRACT FOR GOODS AND SERVICES

### <http://www.aston.ac.uk/staff/centralprocurement/procurement/standardtermsandconditions/>

**New Supplier Information:**

The information detailed below will only be used subject to a successful award of a contract. The information is required for you to be set up on Aston University’s payment system.

|  |  |
| --- | --- |
| **Company Name:** |  |
| **Company Registration Number:** |  |
| **VAT Number:** |  |
| **Bank Name & Address:** |  |
| **Sort Code:** |  |
| **Account Number:** |  |
| **IBAN Code** |  |
| **SWIFT** |  |
| **Head Office Address** |  |
| **Head Office Contact Name and Details** |  |
| **Invoice/Accounts Payable Address** |  |
| **Invoice/Accounts Payable Contact Name and Details** |  |