



**European Agency for the operational management
of large-scale IT systems in the area of freedom, security and justice**

Call for Tenders LISA/2014/OP/01 Communication and events

Tender specifications

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1. SUMMARY

Awarding authorities	The European Agency for the operational management of large scale IT systems in the area of freedom security and justice referred to as «eu-LISA ».
Purpose	Acquisition of integrated communication, event and travel management services.
Lots	This call for tenders is divided into two distinctive lots: Lot 1: Integrated communication services Lot 2: Event and travel management
Volume (indicative)	The volume of the contract is included in Section 2.3. Please note that the volumes indicated are estimations only and the total value of the contract depends on the quantities the contracting authority will order. eu-LISA may exercise the option to increase the estimated market amount at a later stage via negotiated procedure with the successful tenderer(s) according to Art. 134 (f) of the Rules of Application to the Financial Regulation.
Contracts	eu-LISA will sign a framework contract with the successful tenderer. <i>A Draft framework contract</i> is included.
Submission of offers	Each tenderer can only submit <u>one</u> offer per lot.
Duration of framework contract	2 years+1+1 year
Main places of delivery	The main premises of the eu-LISA and outside locations
Particulars of delivery	Delivery must be in conformity with the placed orders.
Variants	Not permitted.
Joint offers	Permitted.
Subcontracting	Permitted.

2. DESCRIPTION OF SUPPLIES COVERED BY THE CALL FOR TENDERS

2.1. Purpose

The objective of this call for tender is to acquire integrated communication services as well as event and travel management services.

The services and products listed are not exhaustive for either Lots. The Contracting Authority may, during the implementation, purchase additional services and products which are not listed in the current price list. The future contractor shall ensure that the Contracting Authority will benefit from the best prices in the market for such additional orders.

The contracting Authority reserves the right to benchmark the offered prices against available market information.

2.1.1 LOT 1 – Integrated Communication Services
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Assistance to communication planning and campaigns

- advice and assistance to the design of communication plans (within the framework of the Agency external communication strategy), both for communication campaigns and single events at European level and in any Member State, including the identification of appropriate target groups, communication channels/tools, messages, partners and relay organisations, time schedules, targets for communication impact and monitoring tools etc. as part of an integrated strategy;
- buying, creating and updating lists of groups and bodies that could potentially be interested in particular European issues (trade organisations, professional associations including journalists' associations, non-profit and non-governmental organisations, and/or other types of organisation);
- promoting an activity among potentially interested groups and bodies by email, through websites and social media, direct distribution of promotional material (e.g. brochures) or any other relevant communication means;
- cooperating with potentially interested groups and bodies in the dissemination of information;
- organising translation and interpretation;

Monitoring and evaluation

- research/ex-ante evaluation: help identify communication gaps, map out communication needs of target audiences and best ways of meeting them;

- monitor and report on progress of communication activities, provide formative recommendations;
- evaluate the results of communication actions, analyse the impact and provide recommendations for future actions.

Audio-visual

- producing video clips or radio spots of any specified length and format and for any support online and offline
- developing concepts, ideas, scripts and storylines for audio-visual productions - video news releases (VNR), TV/radio documentaries, reports, spots/clips, and other audio-visual material.
- re-editing audio-visual material not produced by the contractor, or any audio-visual material, in addition to the original edited, which may be necessary to re-use parts of one or more productions for additional communications activities.
- filming of conference sessions and exhibitions or public ceremonies in general. In this context, participating in the drafting of the script, the list of technical equipment necessary and if necessary providing with technical management and equipment of the event itself.
- copying and dispatching products in any appropriate format (in accordance of any technical specifications and requirements set by the contracting authorities) from and through any appropriate channels;
- prepare and implement dissemination strategy of AV material in the media or through other relevant channels and monitoring of up-take of audio-visual productions in the media;
- ensuring copyright issues;
- viral marketing campaigns to promote video clips produced by the Agency on the Internet. This includes drafting strategy documents, implementing and monitoring the campaigns, and assessing the impact.

Printed/online information and promotional material

- writing, translating and/or revising and adapting promotional and information materials such as reports, newsletters, memos, brochures, leaflets, factsheets, notices, press articles, interviews, presentations, infographics, backdrops and any other promotional materials while respecting the style/audience (internal or external) and purpose requested;
- graphic designing including picture research, illustrations, layout, production of electronic files for printed and online publications (including ebooks, epub and any

other digital format) as detailed above;

- adapting and updating also printed publications not produced by the contractor, and making them more interactive, with a view to putting them on websites and/or an electronic medium (CD, DVD, etc.) and vice versa;
- creating advertisements;
- creating photo reportages;
- building up and running a photo library;
- ensuring copyright issues;
- printing graphic material of any format, binding and finishing (including limited, large, digital or offset print runs);
- storing, packaging, dispatching and transporting the material produced;
- producing gadgets and promotional give-aways.

Web

- designing, creating, promoting and managing dedicated multilingual websites for a specific activity and for a given period of time;
- development, regular maintenance and updating of web sites or parts of web sites and web applications including editorial support and production of digital content (texts, messages, AV products, etc.) in line with security requirements set by the Agency and technical rules and standards of EUROPA Information Providers Guide (IPG), including web accessibility and usability standards.
- designing and producing web banners/buttons and other similar items of promotion on the web;
- designing and producing mobile applications and placing them on appropriate platforms;
- buying web addresses;
- development of digital marketing/promotion strategies and implementation plans including SEO of web sites and web analytics tool.

Social Media

- advising and organise social media campaigns to promote the Agency's activities, taking into consideration the latest trends and national specificities;

- creating and managing social media profiles;
- creating and implementing information and promotional campaigns through social media;
- analysing impact and reach of the activities.

Media management

- providing strategic advice on communication activities aimed at the audio-visual, social and online media (including blogs) and written press;
- preparing messages under the Agency's lead to support specific media activities, and tailoring the messaging to specific target audiences/Member States;
- preparing and drafting press releases, memos and press packs and adapting the press material to national/regional situations and languages by using exclusively native speakers of the selected language;
- placing of articles, op-eds, advertisements or audio-visual products in any Member States media outlets, online and offline, under the guidance of the contracting authority;
- contacting and liaising with media and press associations of Member States (in the relevant language), developing contacts and activities designed to ensure a steady flow of timely information between the Agency and European media to alert them on topical issues and events of relevance to the Agency;
- distributing press releases and background materials to relevant written, audio-visual or online media and placing audio-visual material prepared by/in cooperation with the Agency;
- monitoring and reporting the coverage of specific activities carried out by the contracting authorities in the media outlets (TV, radio, web, social media etc.).

2.1.2 LOT 2 – Events and travel management

Events

- organising internal and external events, meetings of eu-LISA governing bodies, working groups and conferences in any Member State including the following aspects:
 - promoting an event (including production of promotional material for the event like posters, web banners etc.);
 - identifying and inviting speakers and participants;
 - organising registration including producing a registration website and buying web addresses, handling registrations and replying to queries of participants;
 - organising transport and accommodation;
 - organising meals and coffee breaks;
 - reserving restaurants;
 - reserving rooms (for working groups and/or conferences);
 - setting up, decorating, and fitting out rooms;
 - designing, producing and setting up exhibition stands;
 - renting equipment, including stands, vehicles, etc.;
 - assembling, installing and dismantling equipment;
 - recording and transcribing verbatim and proceedings and preparing minutes and reports of the event;
 - designing and producing information and promotional materials including programmes, leaflets, brochures, folders as well as gadgets;
 - packing of the promotional material and distributing;
 - dispatching and transporting material;
 - taking photographs;
 - making video and audio recordings or providing live-streaming online of an event;
 - arranging for technicians, hosts and representatives of the Contractor to be present throughout an event;
 - reimbursing participants' expenses.

- organising other types of events. For each type of activity, specific tasks are to be performed in addition to the generic list of conference tasks listed above (e.g. organisation of participation, prize-giving ceremony and juries for competitions, design and installation for exhibitions, design and production of stands for road shows).

- organising small/medium scale media events such as press conferences and press breakfasts, press trips or other events for the press at European or national level in any Member State of the European Union including the following aspects:
 - proposing the themes, subjects of discussion and the agenda of the event;
 - identifying and inviting speakers, relevant journalists and other invitees under the guidance of the Agency;

- preparing press pack and produce any other relevant printed material under the guidance of the Agency and reproducing it for the distribution both to journalists and to speakers and other participants;
- providing on-site assistance during the event;
- providing necessary arrangements for travelling and accommodation of speakers, journalists and other invitees;
- organising meals, renting facilities, transport, interpretation and any other service useful for the success of the event;
- ensuring a quantitative and qualitative media coverage of the event.

Travel management

The tenderer winning this lot should be capable of providing the services and will handle travel arrangements — mainly flight tickets but also hotel bookings, car rentals and taxi transfer — both for the staff members of eu-LISA as well as for external experts.

Travel arrangements will be made on the basis of the most convenient trip (combining the most direct and least expensive routes to achieve cost effectiveness). If requested, other alternatives should be proposed including low cost alternatives.

It is the future contractor's task to advise the staff member on the most suitable travel option for the mission (business trip) and where applicable, to explain the appropriate options to the staff members.

Response to fare inquiries should be provided by e-mail within 4 hours from the original inquiry. In exceptional cases eu-LISA may ask the future contractor to provide a response within a shorter period of time within 1 hour. The future contractor shall also provide services outside normal working hours for emergency bookings.

eu-LISA expects all air ticketing to be electronic. Other types of tickets, e.g. rail, boat, bus etc., can be delivered as appropriate in either paper or electronic form.

The ticket quotation should clearly mention the following:

- a. price quotes with reference to the final date of issue (option date);
- b. mission reference number (to be communicated by eu-LISA staff inquiring);
- c. itinerary (detailed flight/train/boat hours of departure and arrival);
- d. ticket class - economy by default – business class ticket can also be issued in compliance with mission rules (e.g. more than four hours continuous flying time);
- e. baggage allowance – unless requested otherwise, all within EU travel shall have a minimum of 20kg allowance;
- f. information on ticket flexibility and related costs regarding possible changes or cancellation;
- g. a detailed breakdown of the final cost (e.g. fare cost, tax, service fee applied from airlines companies, transaction fee applied etc.) with clear indication of VAT, if applicable.

As a minimum, provision of the following services is required:

- booking, issuing and delivery of flight/train/ship tickets, where applicable with the CRS (Computer Reservation Systems);
- electronic ticketing;
- booking of accommodation (hotel rooms);
- car rental arrangements
- providing assistance in obtaining visas;

The future contractor must be able to provide all the above listed services.

Occasionally the future contractor may be required to provide other travel arrangement services not listed above (e.g. Web check in, providing information on public transport means at the place of meeting and other information of importance to the traveller).

Tenders submitted should take into consideration the 'Guide to Missions of the officials and other servants of the European Commission' (Annex 3). In case of modifications to this document the future contractor will be informed by eu-LISA.

If possible, the future contractor shall allow eu-LISA's staff member in charge of mission management to have access to the booking systems such as for example the computer reservations systems to be able to access online available accessible travel routes, date ranges, fare classes, fare amounts, fare discounts, one way/ return fares, etc.

2.2. Places of delivery

Place of the delivery is the premises of eu-LISA and/or other locations specified in the requests.

2.3. Volume

The volume is estimated as follows:

Lot 1: € 1.5 million

Lot 2: € 3.5 million

2.4. Duration

The contract(s) resulting from the present call for tenders will have an initial duration of 2 years as from the date of signature, and can be renewed up to 2 times, each for an additional period of 1 year.

2.5. Account manager

The future contractor(s) shall designate an account manager who must be able to communicate orally and in writing fluently in English, to act as a single point of contact with eu-LISA.

For Lot 2 - travel management related to missions for staff, the future contractor shall also provide an administrator with good command of English who will deal with the missions of staff.

In case of unavailability of this person an adequate replacement person with relevant handover shall be provided.

2.6. Other contract particulars

Nature of the contractual relationship resulting from the award of the contract

Unless stated otherwise in the tender specifications, the contractual relationship between the eu-LISA and the successful tenderer will be governed by a special type of contract known as a “**framework contract**”.

It should be stressed that framework contracts involve **no direct commitment** and, in particular, do not constitute orders *per se*. Instead, they lay down the legal, financial, technical and administrative provisions governing the relationship between eu-LISA and the contractor during their period of validity.

Actual orders will be placed after the framework contract is signed and in force, through “**order forms**” or “**specific contracts**” concluded in performance of the framework contract.

Unless specified otherwise in the contract notice and/or tender specifications, only one framework contract will be signed for a given lot.

The tender specifications include :

(1) *Special Conditions* : on completion of the tender procedure, this draft will be modified as necessary in line with the successful offer (e.g. prices)

(2) *General Conditions*

When preparing the offer, tenderers **should take full account of these and any other documents included in the tender specifications**, as they will define and govern the contractual relationship to be established between eu-LISA and the successful tenderer.

Collaborating with other companies

Companies can consider two ways of collaborating in an offer: either as joint partners in the offer or through subcontracting. Unless stated otherwise in the contract notice and/or the tender specifications, both **joint offers** and **subcontracting** are allowed in response to a call for tenders issued by eu-LISA. Offers may even combine both approaches.

In any case, the file must specify very clearly whether each company involved in the offer is acting as a partner in a joint offer or as a subcontractor (this also applies where the various companies involved belong to the same group, or even where one is the parent company of the others). The questionnaires annexed to the tender specifications include a **tender form** for this purpose.

The implications of these two modes of collaboration are radically different. So that you can understand them both fully, they are outlined below.

Joint offers

Partners in a joint offer assume **joint and several liability** towards eu-LISA for the performance of the contract as a whole.

Statements saying, for instance:

- that one of the partners of the joint offer will be responsible for part of the contract and another one for the rest , or
- that more than one contract should be signed if the joint offer is successful,

are thus incompatible with the principle of joint and several liability. eu-LISA will disregard any such statement contained in a joint offer, and reserves the right to reject such offers without further evaluation on the grounds that they do not comply with the tender specifications.

Joint offers will be assessed as follows:

- the exclusion criteria and the selection criteria for economic and financial capacity will be assessed in relation to each company individually. However, economic and financial selection criteria that one deemed to be achieved above a certain level (e.g: overall and specific turnover), will be assessed in relation to the tendering group whole.
- the selection criteria for technical and professional capacity and the evaluation criteria will be assessed in relation to the tendering group as a whole.

If you intend to tender with a partner and have already set up a consortium or similar entity to that end, you should mention this fact in your offer, together with any other relevant information in this connection.

If you intend to submit a joint offer, you should be aware that, if you are awarded the contract, eu-LISA will require you to give a formal status to the proposed association before the contract is signed. This can take the form of:

- an entity with legal personality recognised by a Member State; or
- an entity without legal personality but offering sufficient protection of eu-LISA's contractual interests (depending on the Member State concerned, this may be, for example, a consortium or a temporary association); or
- the signature by all the partners of a "power of attorney" (see Annex to the Draft Framework Contract, which provides for a form of cooperation.

Subcontracting

Certain tasks provided for in the contract may be entrusted to subcontractors, but **the main contractor retains full liability** towards eu-LISA for performance of the contract as a whole. Accordingly:

- eu-LISA will treat all contractual matters (e.g. payment) exclusively with the main contractor, whether or not the tasks are performed by a subcontractor;
- under no circumstances can the main contractor avoid liability towards eu-LISA on the grounds that the subcontractor is at fault.

If your offer envisages subcontracting, your file must include:

- a document
 - mentioning the reasons why you are envisaging subcontracting;
 - stating clearly the roles, activities and responsibilities of subcontractor(s), and;
 - specifying the volume / proportion for each subcontractor
- a letter of intent by each subcontractor stating its intention to collaborate with you if you win the contract.

Offers involving subcontracting will be assessed as follows:

- The exclusion criteria and the economic and financial selection criteria will be assessed in relation to the tenderer and each proposed subcontractor. However, economic and financial selection criteria that one deemed to be achieved above a certain level (e.g: overall and specific turnover), will be assessed in relation to the tenderer and the possible subcontractor(s) as a whole.

- The technical and professional selection criteria will be assessed in relation to the tenderer and possible subcontractor(s) as a whole.
- The evaluation criteria will be assessed in relation to the tender.
- During execution of the contract, the contractor will need eu-LISA's express authorisation to replace a subcontractor with another and/or to subcontract tasks for which subcontracting was not envisaged in the original offer.

Freelancing

Subcontracting is the situation where a contract has been or is to be established between eu-LISA and a contractor and where the contractor, in order to carry out that contract, enters into legal commitments with other legal entities for performing part of the work, service or supply. However, eu-LISA has no direct legal commitment with the subcontractor(s).

Freelancing, drawing on the activities or staff of any other entirely different legal entity than the contractor, independently of its exact legal form (and independently of the applicable national law), does qualify as subcontracting.

3. ASSESSMENT OF THE TENDERERS AND OFFERS

The assessment of the tenderers and offers will be conducted based on the rules set out in the Guidelines to tenderers.

3.1. Administrative information

This section must provide the following information, set out in the standard identification forms in Annex 1:

1) Signed Cover letter

The prospective tenderers are requested to provide a signed cover letter including the fact of submitting an offer, the identity of the tenderer and the acceptance of the terms and conditions included in the Tender Documents.

1) Applicant's identification

– Applicants must provide proof of **registration**, as prescribed in their country of establishment, on one of the **professional or trade registers** or provide a declaration or certificate.

Each applicant (including sub-contractor(s) or any member of a consortium or a grouping) must complete and sign the identification form in Annex 1 and also provide the above-mentioned documents.

2) Legal entities

The legal entity form In Annex 1 must be filled in and should be accompanied by a number of supporting documents, available on the Web site:

http://ec.europa.eu/budget/contracts_grants/info_contracts/legal_entities/legal_entities_en.cfm

3.2. Section Two: Exclusion criteria

a) *Exclusion criteria applicable for participation in procurement procedures (Article 106 Financial Regulation)*

To be eligible for participating in this procurement procedure, tenderers **must not be** in any of the following situations:

- (a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- (b) they have been convicted of an offence concerning their professional conduct by a judgement of a competent authority of a Member State which has the force of *res judicata*;
- (c) they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;
- (d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed;
- (e) they have been the subject of a judgement which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation, or any other illegal activity, where such illegal activity is detrimental to the Union's financial interests¹;
- (f) they are currently subject to an administrative penalty referred to in Article 96 (1) of the Financial Regulation.

b) *Evidence to be provided by the candidates*

If you have already submitted the documentary evidence for the above criteria for the purpose of another procurement launched by eu-LISA and the documents are not more than one year old starting from their issuing date then you do not have to resubmit these documents. In such a case, candidates must declare on their honour that the documentary evidence have already been provided in a previous procurement procedure, specifying the reference of the call for tender for which the documents have been provided, and confirm that no changes in his situation have occurred.

¹

- a) Cases of fraud as referred to in Article 1 of the Convention on the protection of the European Communities' financial interests established by the Council Act of 26 July 1995 (OJ/C 316 of 27.11.1995, p. 48);
- b) Cases of corruption as referred to in Article 3 of the Convention on the fight against corruption involving officials of the European Communities or officials of Member States of the European Union, established by the Council Act of 26 May 1997 (OJ/C 195 of 25.6.1997, p. 1);
- c) Cases of involvement in a criminal organisation, as defined in Article 2(1) of Joint Action 98/733/JHA of the Council (OJ/L 315 of 29.12.1998, p. 1)
- d) Cases of money laundering as defined in Article 1 of Council Directive 91/308/EEC (OJ/L 166 of 28.6.1991, p.77).

1. When submitting their application, each candidate (including subcontractor(s) or any member of a consortium or grouping) shall provide a declaration on their honor, duly signed and dated, stating that they are not in one of the situations mentioned above. For that purpose, they must complete and sign the form attached in Annex 1. Where the applicant is a legal entity, they shall, whenever requested by the Contracting Authority, provide information on the ownership or on the management, control and power of representation of the legal entity.

2. **When submitting their application, the candidate** (including subcontractor(s) or any member of a consortium or grouping) **must also provide the following evidence**, confirming the declaration referred to above:

The Contracting Authority shall accept, as satisfactory evidence that the applicant is not in one of the situations described in (a), (b) and (e), production of a recent extract from the judicial record is required or, failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied. Where the applicant is a legal person and the national legislation of the country in which the applicant is established does not allow the provision of such documents for legal persons, the documents should be provided for natural persons, such as the company directors or any person with powers of representation, decision making or control in relation to the applicant.

For the situation described in point (d) above, recent certificates or letters issued by the competent authorities of the State concerned are required. These documents must provide evidence covering all taxes and social security contributions for which the applicant is liable, including for example, VAT, income tax (natural persons only), company tax (legal persons only) and social security contributions.

For any of the situations (a), (b), (d) or (e), where any document described in two paragraphs above is not issued in the country concerned, it may be replaced by a sworn or, failing that, a solemn statement made by the interested party before a judicial or administrative authority, a notary or a qualified professional body in his country of origin or provenance.

3. The Contracting Authority reserves the right to request any other document relating to the proposed application for assessment and verification purpose, within a delay determined in its request.

The Central Exclusion Database will be consulted.

3.3. Selection of tenderers

Economic and financial capacity

Tenderers are required to prove that they have sufficient economic and financial capacity to perform the contract.

In order to prove that the tenders have sufficient economic and financial capacity to perform the contract, you will be asked to present the following documentation:

- evidence of **professional risk indemnity insurance**;
- **balance sheets** or extracts from balance sheets for at least the last two financial years for which accounts have been closed, or equivalent documentation (e.g. where company law in the country in which you are established does not require you to publish your balance sheet);
- a statement of overall **turnover** and turnover concerning the goods and/or services to be covered by the contract during the last three financial years;

- If the tenderers rely on the capacities of other entities (e.g. your parent company), **a written undertaking** on the part of those entities confirming that they will place the resources necessary for performance of the contract at your disposal.

The tenderers shall fill in Section 3 of Annex 1 Standard Submission Form and provide the required supporting documents.

Technical and professional capacity

Tenderers are required to prove that they have sufficient technical and professional capacity to perform the contract. To that end they shall fill in Section 4 of Annex 1 Standard Submission Form and present documentation as to the following criteria:

According to the object of the call for tenders, evidence of this will be provided by:

Lot 1

- Organisational structure
- Expertise and technical equipment
- Manpower

Lot 2

- Organisational structure
- Expertise, accreditation as travel agent and technical equipment
- Manpower

3.4. Evaluation of offers

Technical evaluation

The offers will be evaluated based on the following technical quality criteria.

Lot 1

Task 1 - Strategy and campaign development

	Maximum points
Relevance of the methodology and tools used to identify target audiences	30
Quality and coherence of the overall campaign strategy	40
Estimated campaign impact on the desired target audiences	30
Total	100 (minimum 70)

Task 2 - Poster

	Maximum points
Relevance and quality of the	40

text proposed	
Creativity of the concept	30
Quality of the design and layout	30
Total	100 (minimum 70)

Task 3 – Video

	Maximum points
Relevance and quality of the content proposed	35
Creativity of the concept	30
Relevance of the methodology and tools proposed for shooting and producing the video	35
Total	100 (minimum 70)

Task 4 – Factsheet

	Maximum points
Relevance of the structure proposed for the factsheet	20
Relevance and quality of the text proposed.	40
Quality of the design and layout	40
Total	100 (minimum 70)

Task 5 - Social media campaign

	Maximum points
Relevance of choice of social media channels	30
Relevance of the campaign strategy proposed	35
Relevance and quality of the texts/posts proposed	35
Total	100 (minimum 70)

Tasks	Maximum points	Minimum points
Task 1	100	70
Task 2	100	70

Task 3	100	70
Task 4	100	70
Task 5	100	70
Total	500	350

Lot 2

Task 1 - Organisation of one day Conference

	Maximum points
Relevance of the methodology and tools proposed for organising the conference	35
Quality of the "virtual" organisation of the conference	35
Quality of the travel management (hotels, transport etc)	30
Total	100 (minimum 70)

Task 2 – Organisation of a press-briefing

	Maximum points
Relevance of the methodology and tools proposed for organising the press-briefing	50
Quality of the "virtual" organisation of the briefing	50
Total	100 (minimum 70)

Task 3 – Organisation of the post-Conference reception

	Maximum points
Relevance of the methodology and tools proposed for organising the reception	40
Quality of the "virtual" organisation of the reception	40
Quality and originality of the services provided (menu, decorations, music etc)	20
Total	100 (minimum 70)

Task 4 – Travel management of missions of staff

	Maximum points
Quality of overall organization of services	30
Quality of delivering the services	50
Quality of availability, handling changes and cancellations	20
Total	100 (minimum 70)

Tasks	Maximum points	Minimum points
Task 1	100	70
Task 2	100	70
Task 3	100	70
Task 4	100	70
Total	400	280

The evaluation will be based on the tenderer's case studies and answers to the Section 5 in Annex 1.

The tenderers must reach 70% per task in order to be admitted to the financial evaluation.

Financial evaluation

The financial evaluation will be performed on the basis of the prices stated in the relevant questionnaire.

3.5. Award

The contract award is based on the following formula:

$$\frac{P_{\min}}{P_{\text{offer}}} \times 40 \% + \frac{Q_{\text{offer}}}{Q_{\max}} \times 60 \%$$

Where

- **P_{offer}**: net price given by the tenderer
- **P_{min}**: lowest net price among the tenders
- **Q_{offer}**: quality of the offer
- **Q_{max}**: highest quality among the tenders

List of annexes

1. Standard Submission Form
2. Draft framework contract and Annexes
3. Guide to Missions of the officials and other servants of the European Commission