

Annex 8 | Technical offer description

Important notice: tenderers are requested to elaborate on all the following themes to score as many points as possible against the quality award criteria. The mere repetition of minimum requirements described in Part 1 of the technical specifications without any further elaboration will result in a low score and in the rejection of the tender.

1 | Team organisation and business partnering approach

Maximum 8 pages A4 format (text and/or visual communication)

The tenderer shall explain how the team will be organised to deliver the variety of services described in the technical specifications. Importantly, the tenderer shall:

- outline its capacity to manage all services while ensuring the timeliness of deliverables in case of peak periods and/or several concurring assignments;
- highlight the distribution of tasks within the project team and, if applicable, among consortium and/or subcontractors: who does what, when and why (in case of consortium or subcontractor, the tender shall justify why an entity is proposed to carry out that particular task/work-package, also indicating measures to supervise subcontracted services and ensure consistency of deliverables);
- elaborate how the main challenges of this work will be addressed and demonstrate how the tenderer will bring added value by providing guidance and advice on the most appropriate solutions to achieve EFSA's objectives efficiently and effectively;
- describe how event technology will be leveraged to manage services efficiently and effectively with an event management software having the features listed in the technical specifications.

2 | Quality assurance and environmental sustainability

Maximum 8 pages A4 format (text and/or visual communication)

The tenderer shall elaborate on:

- how the day-to-day communication with EFSA will be managed to ensure that service level agreements are met;
- how project risks will be proactively monitored and reported to EFSA;
- how continuity and consistency of project management will be ensured from planning to reporting (including back-up and contingency planning);
- which measures will be put in place to ensure the quality of deliverables, including financial files, and how quality will be monitored and measured.

which concrete measures are suggested to ensure that the environmental, social and economic impact of events will be controlled, from the choice of venues to the provision of catering services and conference materials. The tenderer is also requested to recommend indicators and tools used to monitor and assess impact.

3 | Qualitative analysis of a test case

Maximum 25 pages A4 format (text and/or visual communication)

The tenderer is requested to analyse the test case below and address all the questions listed at the end of the briefing.

Background

2022 will mark EFSA's 20th anniversary. On this occasion, EFSA will run a series of events to take stock of what has been achieved since the Agency's foundation and look to the challenges ahead with the aim of ensuring the future relevance of the Organisation in an evolving world.

One of the key events will be a stakeholder conference where important topics will be debated to provide strategic direction. The event will touch upon themes such as the sustainability of the current European risk assessment model, the societal trends impacting EFSA's working context, the development of capacity building strategies to ensure expertise for the future, cooperation within and outside Europe, science communication in a post truth era, innovation and new methodologies.

The high-level objectives of the conference will be to:

- reinforce EFSA's key values of scientific excellence, independence, openness, innovation and cooperation summarised in the motto "Trusted Science for Safe Food";
- enhance EFSA's reputation as "the" cornerstone of EU food and feed risk assessment by promoting and showcasing EFSA's work;
- reach out to and engage with stakeholders to foster collaboration;
- disclose and debate the societal trends affecting EFSA's working environment to ensure that these are proactively addressed;
- collect meaningful input for a strategic reflection on how EFSA may evolve and stay relevant.

A Programme Committee leveraging expertise within and outside EFSA will design the programme and identify speakers. While content will be developed by EFSA, the design of the conference format, the logistical organisation of the event (including delegate management) and its promotion will be extensively outsourced to the event framework contractor, who will work in close cooperation with EFSA to translate the programme into an impactful and successful event.

Event outline

<p>Target audience</p>	<p>500 to 600 physical participants + live web streaming</p> <p>The ideal audience mix is: EFSA Panel members (5%), EFSA Staff (15%), Universities and public research institutes (35%, with particular attention to early career researchers), EU and Member state regulatory bodies (25%), Risk communicators (5%), other stakeholders (NGOs and private sector) (10%), international organisation and extra European partners (5%).</p> <p>Approximately 20% of participants will be invited and reimbursed by EFSA (including speakers and other actors playing an active role in the programme), whereas 80% will be selected among those who will have registered to the conference spontaneously.</p> <p>Key drivers for participants to attend: Calibre of the programme and spokespeople; Topics addressed; Contributing to the scientific and societal debate; Learning opportunities; Networking opportunities.</p>
-------------------------------	--

Final outcome	An event report highlighting take-home messages and recommendations that will feed into the strategic reflection on how EFSA may evolve in the future to stay relevant.
Expected impact	Enhanced reputation, increased outreach (in particular to early career old researchers), the creation of a positive and constructive environment to table strategic reflections with stakeholders on how to steer EFSA's future evolution and serve as a basis for a list of strategic medium-term priorities.
Key performance indicators	<p>Outreach KPIs:</p> <ul style="list-style-type: none"> at least 60% of participants come from potential sources of Panel experts (i.e. universities and public research institutes, Member State regulatory bodies). Of these, at least 40% should be early career researchers. at least 5% of participants are affiliated to international and extra European organisations. at least 40% of participants have never attended an EFSA event before (new contacts). at least 800 viewers connect to the live web streaming (minimum connection time: 30 minutes). <p>No-show KPI:</p> <ul style="list-style-type: none"> Less than 15% of confirmed participants drop attendance. <p>Customer satisfaction KPI:</p> <ul style="list-style-type: none"> At least 80% of participants leave a positive feedback about the event.
Duration and time	3 days – September 2022
Max available budget (inclusive of logistical costs and service fees)	<p>450K€</p> <p>The event will be entirely funded by EFSA. Participation for attendees will be free of charge. This amount does not include travel and accommodation of reimbursed audiences, which will be managed by EFSA directly</p>
Event concept	<p>Day 1</p> <p>10h00-12h00: registration of participants 12h00-13h30: poster session and lunch 13h30-14h45: opening ceremony 14h45-15h30: coffee break and networking opportunities 15h30-17h30: plenary session #1 (keynote speech and panel discussion) 17h30-18h30: poster session 18h30-20h00: reception/networking cocktail</p> <p>Day 2</p> <p>09h00-12h30: 5 parallel sessions (coffee break: 10h30-11h00) 12h30-13h30: lunch and networking 13h30-14h30: poster session 14h30-18h00: 5 parallel sessions (coffee break: 16h00-16h30)</p> <p>Day 3</p> <p>09h00-10h00: poster session with coffee station 10h00-12h00: plenary session #2 12h00-13h30: lunch and best poster award 13h30-14h30: plenary session #2 (continuation) 14h30-15h00: closing remarks</p>
Venue requirements	<p>1 Plenary room (capacity: 600 seats in theatre style layout) 5 Parallel session rooms (capacity: 130 seats in theatre style layout) 1 Speakers room equipped with working stations 1 meeting room (capacity: 20 seats) 1 Media centre (capacity: 20 seats) Permanent exhibition area with 3 info points, Poster session (capacity: 200 posters) and networking area Catering area(s) Registration foyer with cloakroom and luggage room 1 office for the organising secretariat Business centre with courtesy laptops and printer(s)</p>

Requested services

The Contractor is requested to deliver the following services (refer to Part 1 of the technical specifications for details):

- Project management and coordination activities
- Consultancy services
- Event marketing
- Safety and security
- Event management software, online registration platform, web portal and engagement tools
- Delegate management from invitation to registration
- Venue booking and management
- Audio/video (A/V), IT, technical equipment and assistance
- Accommodation booking and management
- Catering services
- Badges, nameplates and conference packs
- On-site assistance to delegates and participants
- Exhibition stands and info points
- Shipment of publications and stand/conference materials
- Post-event and reporting services
- Other event services
- *Extra-muros* assignments of Contractor's staff (preparatory meetings, inspection visits and on-site supervision during the event days)

Questions to be addressed by the tenderer in its technical proposal

The tenderer is requested to elaborate on the following items:

1. **Event format.** Advise on formats, tools and techniques ensuring a high level of attendee engagement before, during and after the conference (including lunch and coffee breaks and cocktail, which may be designed to enhance networking) for both physical participants and web viewers (whenever applicable). The tenderer shall highlight the strengths of suggested solutions in relation to the expected event outcome.
2. **Visual identity.** Propose a logo and branding (e.g. colour palette, imagery, fonts) for the conference to be used in off-/on-line communication about the event, starting from a dedicated microsite.
3. **Opening ceremony.** Recommend a flow and choreography for the opening ceremony. Addresses will be delivered by the following institutional representatives: the Ministry of Health of the hosting country, the European Commissioner for Health and EFSA's Executive Director. The proposal shall highlight:
 - a. The most appropriate sequence and duration of speeches, taking into account protocol requirements.
 - b. How transitions will be ensured smoothly. If these are managed by a master of ceremony, at least one suitable candidate should be recommended¹.

¹ The tenderer is requested to provide a short biography and explain why that expert is recommended for the role.

- c. A rendering of the stage layout indicating who sits where.
 - d. A description of any other technical or decorative elements that may be considered to help building an impactful and immersive experience for both physical attendees and web viewers.
4. **Keynote speaker.** Recommend one keynote speaker who could help setting the scenes during plenary session #1 by lecturing on new societal trends affecting EFSA's working context². The ideal speaker will be knowledgeable and provocative enough to trigger a lively moderated panel discussion.
5. **Venue.** Suggest three locations (city and venue) in Europe that could host the event based on the following logistical and technical requirements: accessibility from airports and railway stations, availability of accommodation nearby, frequency of local transport, meeting spaces/aesthetics, availability of adequate own technical services, safety and security, venue layout/architecture ensuring a smooth flow of the event. For each venue the tender is asked to highlight strengths and weaknesses as well as mitigation measures in case weaknesses are found. The tenderer shall make an overall recommendation highlighting the reasons why that city and venue are considered as first choice.
6. **Project management plan.** Build a project management plan highlighting key milestones and who does what and when. Project kick-off: 18 months before the event date (September 2022).
7. **Communication plan.** Build a multichannel communication handling plan for the event having the objectives. Beside deadlines, the tenderer is requested to recommend dissemination channels/tools and tactics:
 - a. Before the conference: build a narrative to raise expectations and ensure outreach to the target audience to support registrations.
 - b. During the conference: foster visibility and attendee engagement.
 - c. After the conference: communicate the event outcome and keep the dialogue alive.
8. **Event management software.** Describe how the organisation (with particular reference to delegate management) and promotion of the conference will be managed using an event management software having the features described in Part 1 of the technical specifications.
9. **Event ROI.** Propose additional indicators to assess the return on investment (ROI) of the event and indicate how these would be measured.

² See previous note.