

**Description of sample task:**  
**Lot 1 – Events services**  
**Framework contract for events and exhibitions services to the EEA**  
**Call for tender EEA/CCA/07/003**

## 1. Objective

An important element of the EEA's work is to make the environmental information it prepares known to current and potential user groups. Carefully chosen events, in particular those which enable the Agency to reach multipliers and key users, is one important communication channel. The cost per contact will be higher than for most other means of communication, but on the other hand the impact on the individual client is potentially much bigger with a direct person to person contact.

## 2. Sample task

As a sample task to help evaluate companies responding to the above call for tender, the bidders are requested to present a cost estimate for the following event:

### **- Prepare a one-day conference with EEA as sole organiser**

Participants: App. 120

Venue: Conference facility in Brussels

Date: January 2008

### **Planning**

- Participate with a senior consultant in three planning meetings at the Agency, each lasting two hours.
- Prepare time plan with deadlines for technical preparations
- Prepare cost estimate

### **Preparation**

- Duplicate and dispatch 300 invitations, consisting of a one b/w page cover letter and a two-sheet b/w A4 programme in C4 envelopes with address stickers (document originals and address list delivered as electronic files by the EEA). Estimate to include postage
- Duplicate and dispatch 100 reminders with the same content as above (including postage)
- Receive accepted invitations and register participants
- Select and book a suitable conference venue with catering facilities for lunch and coffee (NB: the actual rental fee for the venue is not to be included in the sample quotation, only costs associated with selecting and booking it)

- Maintain contact with venue subcontractor and oversee technical preparation of venue
- Prepare and produce info packs for 120 participants containing name badge with EEA logo in three colours, three background documents, each consisting of 50 double-sided photocopied b/w pages + colour front cover (electronic originals delivered by the EEA), canvas carrying bag big enough for A4 documents with imprint on one side in four colours
- Transport material to the conference venue

**Event execution**

- Have one consultant on site to maintain contact with conference venue provider in order to solve practical problems during the event
- Man an on-site registration/info point with two assistants/secretaries for the duration of the event, undertake registration, distribute info packs to participants, respond to requests