



SHORT TERM CONTRACT – EVENT VIDEO PRODUCTION

Invitation to submit quotation

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Please Note

- The procurement is conducted through an open procurement procedure
- The bid should be submitted in English
- The title should be marked “*ToR – ETC Joint Conference 15-16 September 2011, Video Production*”
- Interested agents are advised to read this document in detail before drafting and submitting any bids

INVITATION TO SUBMIT QUOTATION

On behalf of the Steering Group of the Joint ETC Conference of Transnational Programmes the North Sea Region Programme 2007-2013 is inviting interested parties to submit a quotation for a short term contract regarding the production of a number of videos for the above mentioned event.

AIM OF PROJECT AND VALUE FOR THE EVENT AND THE FUNDING PROGRAMMES

The Joint ETC Conference of Transnational Programmes will take place on 15-16 September 2011 in Katowice, Poland.

The event is co-organised by the 13 transnational cooperation programmes operating under the framework of EU regional policy and is aimed at highlighting and showcasing the added value of transnational cooperation. Communicating the event is therefore a core element of the event itself.

The videos produced should be able to give stakeholders including interested stakeholders from the general public a chance to follow the proceedings of the conference and to get acquainted with the main discussions, results and outcomes of the conference.

Furthermore the videos and news reels would provide an archive function, enabling stakeholders to revisit the discussions at a later stage.

It is also an aim that there be a (live) connection between the Brussels Community (and possibly one or more other location of relevance in the EU) and the location in Katowice, Poland during the event. This to facilitate a live exchange on topics and discussions ongoing.

CONTENT OF QUOTATION

Agents submitting bids can choose to bid for any of two (2) main parts of the ToR or the complete ToR. Since there are many overlaps and potential synergies between the different parts, it is desired to contract one agent for the entire contract.

The costing should be as detailed as possible given the information available, with a break down of the different parts of the quotation. You are free to make suggestions and improvements other than what is stated in the specification. If so, the costing and added value should be included.

The quotation should at least contain the following:

Part 1 – NEWS VIDEOS ONLINE

- **News reel / video** – The cost for providing one news reel / video from the event (to be presented at the end of the event – midday 16 September 2011) interviews of key speakers, footage from the event and ongoing sessions at the conference, edited to a approximately five minute long news reel / video which will be aired in the evening at the dinners.

The video must be finalised and put on the website of the event and any other websites of the organisers in the evening of each day of the event.

Important notice:

The production implies that the contract agent has significant experience in editing and finalising materials in a news oriented fashion on location, working towards very tight deadlines. The editing will be similar to broadcast news editing in style and timelines, implying ongoing editing during the day and that the team consists of at least two to three people.

- **Intro Sequence** – A template style intro sequence finalised by June (exact deadline to be agreed).
- **A Live Video Link** – A live (video) link set up between the event location and a central location (exact spot, tbc) in Brussels (and possibly other locations in Europe) to enable questions and comments from Brussels and also to allow for a dialogue between the participants and by-passers in Brussels. This must be manned by a journalist or similar during the two days of the event.
- **Live Video Link SEVERAL LOCATIONS** – Please specify the cost to add one or more location for a video link, per location. Each location must be linked in a fully professional manner and staffed on location. Please specify the cost to add one, two or three extra live links from locations in Europe (exact location, tbc).

Part 2 – TEASER VIDEO

- **Teaser Video** – One full broadcast quality video (in different edits) to be used as advert in preparation for the event as well as the opening sequence at the plenary session of the event.

Duration

The exact duration of the video is still to be decided. It is expected that the final cut for the teaser should be like a standard advert video sequence, i.e. circa 30 seconds, and that the final version of the opening video sequence at the event itself would be 3-5 minutes, but not longer than 5 minutes.

Content of teaser video

The content including storyboard and background materials will be developed in cooperation with the communications working group of the conference, who will be assisting with their experience from transnational work to explain the complex structures it entails.

Travels

Due to the nature of the organising programmes, travel to film on location in several countries and locations is foreseen. The quotation for Part 2 of the contract **must** include a

complete and all inclusive travel budget including relevant break down of costs expected to incur, for a small size fully professional camera team (three people or as specified and argued for by the bidder) for a total travel time of ten (10) days. All travels will take place within Europe and the quotation should budget for this.

The travel schedule including times and locations will be developed and agreed with the communications working group of the conference. The working group has the deciding power on where and what to film.

At least two (2) days contingency travel and filming on location should be included in the quotation.

Edits

At least two different edits as foreseen, one advert edit of approximately 30 seconds and one longer version of no more than 5 minutes duration.

The place of edit should be decided in agreement, within reasonable travel time from relevant parties, given the need to facilitate equipment. Representatives of the working group should be present during the final editing.

Relevant for all parts (1-2) of the contract

- **All inclusive** – All hardware and software including relevant equipment, licensing, materials and supplies should be included in the costing, the organisers of the event will not provide any of the above or accept to pay any such items on behalf of the contract agent.
- **Travel included** – The costing should include travel for all contracted personnel (employees and subcontracted if relevant) including return travels.
- **Editing** – Final Editing and finalising of videos and if relevant other related materials for publication on the web.
- **Log of Materials** – A log of materials filmed to be submitted to the organisers at the time of final payment of the contract, saved and stored in a full broadcast quality format or as agreed, including hard copies of the final edits of the videos.
- **2 meetings with Communications Working Group** – At least two meetings with the working group on communications for the event are foreseen. The project manager and/or executive director and any other relevant person representing the contract agent must be present.
- **Additional work** – The costing for any work outside of the contract, should the need arise, specified per hour.

Relevant for part 1 of the contract

- For Part 1, the costing should cover two full working days for the team (15-16 September), and set-up of equipment and relevant testing beforehand. Also, the costing must include travel and all expenses related to the live video link from Brussels (and the other possible locations with a live video link, as detailed in the paragraph 'Live Video Link SEVERAL LOCATIONS')

Relevant for part 1 of the contract

- For Part 1, accommodation in Katowice, Poland, for the team will be provided by the organisers, including breakfast and dinners for the two main evenings (15-16 September). All other meals, extras and allowances are to be included in the quotation.

TIME FRAME

Bids must be submitted no later than **10 March 2011**.

The bids will be assessed and a contract is expected to be signed no later than **08 April 2011**.

A timeline including breakdowns of relevant steps in the production should be drawn up by the contract agent and agreed with the organiser. An indicative timeline including steps to be taken should be included in the quotation.

It is expected that filming for the video in Part 2 of the contract take place late spring 2011. The teaser video should be finalised no later than late June 2011.

FINANCE

The contract should be a fee for service contract.

All costings in the quotation should be as detailed as possible, with breakdowns of different segments as relevant. This is particularly important should the quotation include parts and segments outside the minimal requirements stated.

For orientation, the organisers have calculated to spend a maximum of € 50,000 on the video production in total.

KEY FEATURES OF GRAPHICAL DESIGN OF THE EVENT

The event will have its own graphical identity, all designs made should take this into consideration. Logos and other relevant materials needed for an intro sequence will be provided.

SAFETY AND INSURANCE

The contractor will have responsibility for the health and safety of its employees and sub-contracted personnel, staff of the organisers working on the production, delegates and members of the public that feature in the production or may be indirectly affected by it.

The contractor must have, or be willing to obtain, adequate insurances to cover employer and employee liabilities, including third party and public liability.

BACKGROUND INFORMATION

More information regarding the organising programmes and the principles of transnational cooperation and ETC and ERDF can be found on the following websites:

[web addresses here]

CONTRACT AGENT COMPETENCES

Essential

- **Work experience** – Several years experience working at a fully professional level in news or video production to broadcast quality
- **Independent agent** – Experience with independent work as a freelance agent is essential
- **Professional standards** – Substantial experience from daily work with all relevant professional standards in the field is essential
- **Professional Production Company** – The contract will have a freelance set-up, i.e. the contract agent must be a professional production company, and be registered for tax including VAT and company register in the country where the company is registered.

Desirable

- **Multicultural experience** – Experience from multicultural environments with different languages and communication cultures is advantage
- **International Experience** – Experience from interacting with organisations and people in different countries is an advantage

PRACTICALITIES

References and examples of work

In addition to the specification under the headline Content of quotation, at least two relevant and up to date references including examples of work (preferably digital, website address included) should be supplied.

The references and work examples need to confirm the work experience and competences stated in the quotation.

Assessment Criteria

All submitted quotations will be assessed according to relevance, fulfilment of formal criteria, overall cost and submitted examples of work including references. The winning bid will show a competitive costing in relation to quality and creative level of submitted work examples, whilst meeting the formal criteria.

Quotations must be submitted in one complete set of print documents and one complete set of electronic documents.

All quotations submitted by **10 March 2011** will be assessed. Quotations which do not meet the formal criteria may be exempt from the assessment.

Submit to:

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