



Virtual Events Direct Award Process

1. When can I use the direct award to appoint my events agency?

- If the total contract value of your virtual or hybrid event is equal to or below £30K
- A direct award call-off must not be longer than nine months and must not run beyond 22 July 2022.

2. What is the direct award process?

You should follow the below process to appoint your virtual events agency. Please use the briefing template we have provided below:

a. Writing your brief

Write a high-level brief specification of your requirements - this should include things like the type of event you want to run, an indication of budget, timelines and any key deliverables. Briefing template included below.

b. Writing your evaluation criteria

Pull together your evaluation criteria - this should be linked to your requirements. This will allow agencies to see how their proposals will be evaluated and the weightings that will be applied against the quality and price scores.

We recommend an 80% quality / 20% price split. You can choose the overall weightings and sub-criteria as long as they fall within the following parameters: Quality - 60 - 95% Price - 5 - 40%.

With regards to your quality criteria, we recommend that you keep this high level and proportionate to your requirements.

c. Issuing your high level brief

Your completed brief must be issued to all the agencies that are on the lot. This can be done either via the CCS eSourcing portal, email or your own procurement tool. A full list of agencies and their contact details can be found under the 'lot details' tab of the framework webpage.

We recommend a 5 working day turnaround for the agencies to respond to your brief.

d. Evaluation

All agencies will need to return the completed briefing template, including their responses. Responses should not be discussed outside of the evaluation team and pricing information should be treated as commercially sensitive. Make sure that you maintain a fully documented audit trail of the results and final award decision, we recommend that you provide high level written feedback to unsuccessful agencies at this stage.

e. Award

Following the successful completion of your direct award evaluation, you can now issue a call-off contract to the successful agency.

You must use the standard letter of appointment to form your call-off contract which is available on the framework webpage. The terms are aligned to the call off terms and conditions. There are some sections of this contract that you can alter depending on your organisation and requirements.

The letter of appointment must be completed by the client prior to being sent to the agency for signature. The document includes guidance so you understand how to fill in the relevant sections.

Please share a copy of your call-off contract with us for our records.

3. What price will I pay?

The framework has maximum rate cards for the framework agreement. These are the maximum rates you will pay any agency. Agencies should submit a cost for the event which must be consistent with the rates set out in the rate card.

Briefing template

1. Outline your requirement (Client to complete this section):

- a. Budget: []
- b. Date of Event: []
- c. Key Deliverables:
 - i.
 - ii.

Examples could include: -

Live streaming, pre-recorded only, break out rooms, number of attendees etc.

d. High level overview of the requirement (approx 500 words):

Question 1:

Question 2:

Question 3:

Question examples could include: -

1. *How can you assure the stability of the platforms used during virtual events for our requirements*
2. *What level of interactivity can your platforms provide?*
3. *What type of accessibility can your services provide for those that are hearing or sight impaired etc.?*
4. *What type of language services can your services provide for translations?*
5. *How will you resource the project management we require?*

2. Response to the requirement (Agency to complete this section):

Question 1 (approx. 250 words):

Question 2 (approx. 250 words):

Question 3 (approx. 250 words):

Cost of event: []