

Events Company for King's Awards Event

Scope of Services For Quotes

The Midlands Engine Partnership is seeking an events company to partner with us to deliver an exciting summer event bringing together Midlands King's Awards businesses

2.0 The Event

Date: TBC

Venue: Central Birmingham

Audience/Stakeholders

Venue capacity is ~300 and stakeholders may include:

- Senior Royals
- Over 100 representatives of diverse Midlands Businesses.
- Midlands recipients of the King's Award for Enterprise
- Midlands aspiring King's Awards for Enterprise businesses
- Midlands Lord Lieutenants and Deputy Lord Lieutenants
- Department for Business and Trade
- Department for Housing, Levelling up, and Communities
- Investors
- LEPs
- East Midlands Chamber
- Greater Birmingham Chambers of Commerce
- British Business Bank
- Innovate UK
- Midlands Innovation
- Make UK
- Federation of Small Business
- Institute of Directors

Event Purpose

The Midlands Engine, with support and input from all eleven of the Lieutenancies in the Midlands Engine region, are looking to launch a new forum to bring together the outstanding businesses across the region that have received the King's Award for Enterprise, starting with an inaugural event in Summer 2024.

The event will be a springboard to establish a new collaborative network of innovation champions, acting as a platform for future initiatives, partnerships and projects that benefit the Midlands region as a whole. Specifically, the event will look to:

- To connect past (and future) Award Recipients with each other, creating a proactive and committed network of innovation champions - a strong regional voice of innovation
- To connect past (and future) Award Recipients with Midlands Engine partners, forming the public/private collaborations that can drive economic growth and investment
- To support HMG objectives to increase King's Award businesses

Draft Agenda

Time	Session
12:00	Networking Lunch/ Exhibition stalls
13:00	Housekeeping, Welcome and Overview of Agenda
13:10	The Kings Awards in the Midlands
13:30	Panel discussion
14:15	Keynote speaker
14:30	Afternoon Break

14:45	Exhibition space
15:30	Interview with a multiple time KA recipient
15:45	Panel discussion
16:30	Reception drinks
17:00	Event Close

2.0 Event Company Requirements

2.1 Definitions

“Customer Team” and “Customer” is the Midlands Engine Secretariat

“Steering Group” is the board composed of representatives from the twelve Midlands Lord Lieutenancies.

“Venue” is the venue for the event – likely to be a central Birmingham venue

2.2 Services Required

2.2.1 General Event Management

- Central point of administration and communication, responsible for the day-to-day logical organisation of the Event.
- Programme management and administration
- Liaising with event panellists/speakers, managing enquiries and communications/instructions
- Maintain key deadline dates for the event.
- Update and manage a detailed activity schedule for the Event and logistics/arrangements with regards to AV, staging, panellists and registration including supply staff for registration and running of event
- Plan for exhibitions within the event space, and liaise with exhibitors (if required)
- Advise and work with the Customer team on appropriate timescales and resources to complete organisational tasks.
- Attendance and support as required at Steering Group meetings when agenda items are pertinent to areas for which the events company is responsible.
- Attendance at regular meetings with the Customer Team.

2.2.2 Financial Management

- Provide financial administration and support
- Be responsible for the collection of all income from delegates, sponsors and exhibitors (if required)
- Negotiate with third party suppliers (within the event company’s remit) and pass all quotations to the Customer for approval.
- Ensure all documentation issued on behalf of the Customer complies with current VAT legislation.

2.2.3 Venue & Supplier Management

- Liaise closely with the Venue to ensure all Event requirements are met.
- Arrange/ support briefing meetings with the Customer and Venue team as required.

- Arrange and manage all branding and signage requirements at Venue.
- Arrange and manage all rooms being used throughout the Event.
- Coordinate all security and stewarding arrangements as required.
- Coordinate all catering arrangements.
- Ensure all dietary requirements are passed onto the catering supplier.
- Provide recommendations for layout and location of staging, AV equipment, catering stations.
- Instruct on logistics, set up and breakdown.
- Supervise implementation of AV, staging and technical support.
- Procure and provide a photographer to document the day

2.2.4 Registration & Ticketing Management

- Design, create and run bespoke online registration system/portal for the Event. This system must:
 - Accept credit card payments and BACS payments for paying delegates if required.
 - Send automated confirmation emails to all registrants (and invoices if required).
 - Record RSVPs of all those invited to the event.
- Update the Customer on regular basis on registrations and ticketing income received.
- Manage on-site registration desk on the day of the Event keeping record of all attendees to the event.
- Coordinate with venue on any special requirements
- Arrange attendee badges, branded in the event style

2.2.5 On-Site Management

- Liaise with key personnel at Venue and Customer Team to ensure Event runs smoothly.
- Liaise with all appointed suppliers involved during the Event.

2.2.6 Exhibitor Management

- Liaise with exhibitors from before and during the event.
- Prepare the exhibitor floor plan and update on regular basis.
- Prepare exhibitor guidelines and booking form.
- Invoice and collect money from exhibitors if sponsoring the event.

2.2.7 Sponsor Support

- Support the Customer in the identification of sponsors for the event and fund raising where possible and liaising with sponsors leading up to and including the day

2.2.8 Marketing and Communication

- The Customer should have approval of all major communications – invites, speakers instructions, registrants communications and VIP communications
- Prepare content for the Event registration portal – as agreed with the Customer
- Act responsibly in the stewardship of delegate, exhibitor, and sponsor data and records in a manner compliant with GDPR records

2.3 Customer Responsibilities

The Customer will undertake the following roles:

2.3.1 Event Programme Management

- Agenda and theme setting for the event.
- Liaison with Steering Group
- Invitations to speakers and delegates.

2.3.2 Financial Management

- Set up appropriate financial structure to run the Event.
- Create and manage overall event budget (with input and support from the event company)
- Set revenue targets and expenditure limits.

2.3.3 Venue

- Venue selection and contracting

2.3.4 Sponsorship

- Design and create sponsorship packages (with input from event company)
- Prepare a sales sponsorship / exhibition document to send to all potential companies. Identify benefits to sponsors as well as the cost for each opportunity or package.

2.3.5 Marketing and Communications

- Delivery of marketing and communications plan
- Development of communications content
- Manage media and PR

2.3.6 Governance

- Reporting to stakeholders and Steering Group

3.0 Budget

A budget of **up to £20k excluding VAT** is available for the event company

4.0 Quotations

Interested suppliers are invited to submit a quotation including the following information:

Quality Criteria (75%)

A: Capability (25%)

1. A summary of your organisation's relevant expertise and track record including specific project examples with dates and two named referees (max 2 sides of A4)
2. Your named team for the work including:
 - a. team member CVs
 - b. team member roles on the project
 - c. team member time inputs for each of the work elements

B: Approach (25%)

3. A summary of your approach to delivering the 'Services Required' to a high standard including:

4. Your work plan for delivering the work requirement within the timetable
5. Your approach to managing project risks including team member absences
6. Your quality assurance arrangements

C: Value Add (25%)

7. Any particular ways in which you would bring value to enable the successful delivery of the work requirement including match by way of contribution in kind to the delivery of the services required.

Price (25%)

8. Your fixed price including VAT for delivering the work requirement including:
 - Fees – broken down by team member and work element
 - Any additional expenses

Other

9. Confirmation that you are able to provide invoices detailing activities undertaken and hours worked by the staff members concerned
10. Confirmation there are no business, professional, personal, or other interest, including, but not limited to, the representation of other clients, that would conflict in any manner or degree with the activities outlined in this invitation to quote.

Quotations should be emailed to: info@midlandsengine.org by midday, Thursday, 8 February 2024

Quotations will be assessed for value for money based on a combination of quality [75%] and price [25%].

This may not result in the lowest priced quote being chosen.

-The End-