

## Request for proposal

**Service:** Hiring a company specialized in providing production services, conducting, and managing events in virtual format for webinars and workshops in Cultural Engagement (Education and Arts).

**Data:** 12/05/2022

### 1. About the British Council

1.1 The British Council is the UK international organization for cultural relations and educational opportunities. We promote cooperation between the UK and 13 countries in the Americas and Caribbean in the areas of English Language, Arts, Science and Education.

1.2 Our goal is to build bonds of trust and understanding among people around the world. Through our programmes, we offer opportunities to hundreds of millions of people around the world to learn about British culture and creativity. More information is available at <https://americas.britishcouncil.org/>.

### 2. Brief description of the services requested

2.1 The British Council has an interest in hiring a company specializing in providing production service, conducting, simultaneous interpreting and managing events in virtual format for webinars and workshops in the area of Education.

2.1.1 The aim of the series of events is to generate a space with stakeholders within the Americas to discuss trends in public policy in education.

2.1.2 Throughout 2021 until April 2022, the British Council will hold a series of workshops with education stakeholders in the Americas. These events will focus in trends in education, such as remote teaching, assessment, 21<sup>st</sup> century skills and continuous professional development for teachers.

### 3. Contracting requirements

3.1.1 Contracting authority: the British Council which includes any other companies and organisations that control or are controlled by the British Council from time to time (<http://www.britishcouncil.org/organisation/structure/status>)

3.1.2 Delivery location for goods and/or services: remotely.

3.1.3 Duration: 1 August to 30 April 2022, with an option of an extension up to 6 months. It is necessary to deliver 70% of the activities until December 23, 2021.

3.1.4 Contractual terms: As set out at Annex [1] [**Guidance Note: Terms and Conditions of Contract ("Contract")**]. By submitting a Proposal, you are agreeing to be bound by the terms of this RFP and the Contract without further negotiation or amendment. Once the Contract is awarded, there will be no changes allowed to the Contract (except in accordance with the provisions of the Contract). Any clarification questions in relation to any aspect of this Procurement Process and the associated documentation should be submitted in accordance with the process set out in paragraph 12 (*Clarification Requests*). Only changes which relate to the correction of ambiguity or manifest error in relation to the terms of the Contract will be considered and, if necessary, the British Council may, when issuing its response to clarification questions, reissue Annex [1] to reflect such changes. Any proposed amendments received from a potential supplier as part of its Proposal shall entitle the British Council to reject that Proposal and to disqualify that potential supplier from this Procurement Process.

### 3.2 General Policy Requirements

3.2.1 By submitting a Proposal, you confirm that you will, and that you will ensure that any consortium members and/or subcontractors will, comply with all applicable laws, codes of practice, statutory guidance and applicable British Council policies relevant to the goods and/or services being supplied. All relevant British Council policies

that suppliers are expected to comply with can be found on the British Council website (<https://www.britishcouncil.org/organisation/transparency/policies>).

### **3.3 General Proposal conditions (“Proposal Conditions”)**

**3.3.1 Application of these Proposal Conditions** – In participating in this Procurement Process and/or by submitting a Proposal it will be implied that you accept and will be bound by all the provisions of this RFP and its Annexes. Accordingly, Proposals should be made on the basis of and strictly in accordance with the requirements of this RFP.

**3.3.2 Third party verifications** – Your Proposal is submitted on the basis that you consent to the British Council carrying out all necessary actions to verify the information that you have provided, and the analysis of your Proposal being undertaken by one or more third parties commissioned by the British Council for such purposes.

**3.3.3 Information provided to potential suppliers** – Information that is supplied as part of this Procurement Process is supplied in good faith. The information contained in the RFP and the supporting documents and in any related written or oral communication is believed to be correct at the time of issue. No liability (save for fraudulent misrepresentation) is accepted for its accuracy, adequacy or completeness and no warranty is given as such.

**3.3.4 Potential suppliers to make their own enquires** – You are responsible for analysing and reviewing all information provided to you as part of this Procurement Process and for forming your own opinions and seeking advice as you consider appropriate. The clarification process set out in paragraph 12 should be used for any queries in relation to this Procurement Process.

**3.3.5 Amendments to the RFP** – At any time prior to the Response Deadline, the British Council may amend the RFP and if appropriate, the Response Deadline shall, at the discretion of the British Council, be extended.

**3.3.6 Compliance of Proposal** – Any goods and/or services offered should be on the basis of and strictly in accordance with the RFP (including, without limitation, any specification of the British Council’s requirements, these Proposal Conditions and the Contract) and all other documents and any clarifications or updates issued by the British Council as part of this Procurement Process.

**3.3.7 Compliance with the terms of the Contract** – The successful supplier must comply with the Contract as set out in Annex [1] without any amendment (save as described in paragraph 3.1.4). .

**3.3.8 Format of Proposal** – Proposals must comprise the relevant documents as detailed by the British Council in Annex [2] (Supplier Proposal) completed in accordance with relevant all instructions. Any documents requested by the British Council must be completed in full. It is important that you read the RFP carefully before completing and submitting your Proposal.

**3.3.9 Modifications to Proposals once submitted** – You may modify your Proposal prior to the Response Deadline by giving written notice to the British Council. Any modification should be clear and submitted as a completely new Proposal in accordance with Annex [2] (Supplier Proposal) and these Proposal Conditions.

**3.3.10 Disqualification** – If you breach these Proposal Conditions, if there are any errors, omissions or material adverse changes relating to any information supplied by you at any stage in this Procurement Process, if any other circumstances set out in this RFP, and/or in any supporting documents, entitling the British Council to reject a Proposal apply and/or if you or your appointed advisers attempt:

- to inappropriately influence this Procurement Process or fix or set the price for goods or services;
- to enter into an arrangement with any other party that such party shall refrain from submitting a Proposal;
- to enter into any arrangement with any other party (other than another party that forms part of your consortium bid or is your proposed sub-contractor) as to the prices submitted;
- to collude in any other way;
- to engage in direct or indirect bribery or canvassing by you or your appointed advisers in relation to this Procurement Process; or
- to obtain information from any of the employees, agents or advisors of the British Council concerning this Procurement Process (other than as set out in these Proposal Conditions) or from another potential supplier or another Proposal,

the British Council shall be entitled to reject your Proposal in full and to disqualify you from this Procurement Process. Subject to paragraph 3.3.1 below, by participating in this Procurement Process you accept that the British Council shall have no liability to a disqualified potential supplier in these circumstances.

3.3.11 Proposal costs – You are responsible for obtaining all information necessary for preparation of your Proposal and for all costs and expenses incurred in preparation of the Proposal. Subject paragraph 3.3.15, you accept by your participation in this Procurement Process, including without limitation the submission of a Proposal, that you will not be entitled to claim from the British Council any costs, expenses or liabilities that you may incur in submitting a Proposal irrespective of whether or not your Proposal is successful.

3.3.12 Rights to cancel or vary this Procurement Process – Nothing in this Procurement Process will bind the British Council to enter into any contractual or other arrangement with you or any other potential supplier. It is intended that the remainder of this Procurement Process will take place in accordance with the provisions of this RFP, but the British Council reserves the right to terminate, amend or vary (to include, without limitation, in relation to any timescales or deadlines) this Procurement Process by notice in writing. Subject to paragraph 3.3.15, the British will have no liability for any losses, costs or expenses you incur as a result of such actions.

3.3.13 Consortium Members and sub-contractors – It is your responsibility to ensure that any staff, consortium members, sub-contractors and advisers abide by these Proposal Conditions and the requirements of this RFP.

3.3.14 Liability – Nothing in these Proposal Conditions is intended to exclude or limit the liability of the British Council in relation to fraud or in other circumstances where the British Council's liability may not be limited under any applicable law.

## **4 Confidentiality and Information Governance**

4.1 All information supplied to you by the British Council, including this RFP and all other documents relating to this Procurement Process, either in writing or orally, must be treated in confidence and not disclosed to any third party (save to your professional advisers, consortium members and/or sub-contractors strictly for the purposes only of helping you to participate in this Procurement Process and/or prepare your Proposal) unless the information is already in the public domain or is required to be disclosed under any applicable laws.

4.2 You shall not disclose, copy or reproduce any of the information supplied to you as part of this Procurement Process other than for the purposes of preparing and submitting a Proposal. There must be no publicity by you regarding the Procurement Process or the future award of any contract unless the British Council has given express written consent to the relevant communication.

4.3 The British Council reserves the right to disclose all documents relating to this Procurement Process, including without limitation your Proposal, to any employee, third party agent, adviser or other third party involved in the Procurement Process in support of, and/or in collaboration with, the British Council. The British Council further reserves the right to publish the Contract once awarded and/or disclose information in connection with supplier performance under the Contract in accordance with any public sector transparency policies (as referred to below). By participating in this Procurement Process, you agree to such disclosure and/or publication by the British Council in accordance with such rights reserved by it under this paragraph.

4.4 The Freedom of Information Act 2000 ("FOIA"), EU General Data Protection Regulation (GDPR) 2015, the Environmental Information Regulations 2004 ("EIR"), and public sector transparency policies apply to the British Council (together the "**Disclosure Obligations**").

4.5 You should be aware of the British Council's obligations and responsibilities under the Disclosure Obligations to disclose information held by the British Council. Information provided by you in connection with this Procurement Process, or with any contract that may be awarded as a result of this exercise, may therefore have to be disclosed by the British Council under the Disclosure Obligations, unless the British Council decides that one of the statutory exemptions under the FOIA or the EIR applies.

## **5. Validity of the proposal**

5.1. The validity of the proposal shall be 60 days, after the deadline for replying to the formal request for proposals. The proposal that is not valid for 60 days may be rejected by the British Council.

## **6. Payment and Invoicing**

6.1 The British Council will pay correctly addressed and undisputed invoices within 30 days in accordance with the requirements of the Contract. Suppliers to the British Council must ensure comparable payment provisions apply to the payment of their sub-contractors and the sub-contractors of their sub-contractors. General requirements for an invoice for the British Council include:

6.1.1 A description of the good/services supplied is included.

6.1.2 The British Council Purchase Order number is included.

6.1.3 It is sent electronically via email in PDF format via email.

## 7. Description of the Services and Requirements of the proposal

The British Council has the interest of hiring a company specialized in production, conducting and managing events in virtual format for webinars and workshops in the area of Cultural Engagement (Education and Arts). The supplier will organize, produce and coordinate a series of digital events related to the projects mentioned in item 2 of this document, commanding all stages of the events and ensuring that all security measures are followed and implemented in accordance with the Data Protection Policy of the British Council.

7.1 In total there will be:

7.2 **Five (5) regional digital events** of up to 90 minutes each, between webinars and workshops, held between July 2022 and March 2023 using Zoom. Selected supplier will have the ownership of the zoom license, using its own business account and administration of the series, in accordance to the British Council's guidelines - that will be provided-.

7.3 **20 in country digital events** including Brazil and México held between July 2022 and March 2023. Platform for these events TBC. For the purpose of securing a high-quality event, consultant will be required to provide a formal suggestion of preferred platform according to each event need and security measures.

### 1.3...1 **Mexico:**

7.3...1.1 **English Programmes – Project 1:** 1 digital local event for 90 attendees, plus technical team, 4 hours length (with breaks), closed event with invitation only. The theme of this encounter will be English language teaching. Date: Early October 2022.

7.3...1.2 **English Programmes – Project 2:** 8 digital webinars (6 pre-recorded materials and 2 live), one hour length each one, open events broadcast in the British Council social media. Dates: one per month, starting in August 2022 and finishing in March 2023. For this specific item, the only deliverables are:

7.3...1.2.1 Align with British Council marcomms team to stream the 6 pre-recorded events

7.3...1.2.2 Produce the two live events through StreamYard (or similar) and align with the British Council marcomms team and programme manager to stream 2 live events in British Council social media. For this item consultants will be required to liaise with British Council programme manager, secure technical rehearsals and secure all backstage technical aspects required for a high-level digital event.

7.3...1.2.3 Align with the English programmes team the newsletter design to be sent out by the British Council marcomms team.

7.3...1.2.4 For items 1.3.1.2.1 and 1.3.1.2.1, during the live streams, monitor live interactions, and provide answer support to British Council marcomms team.

7.3...1.3 **Arts:** 3 events, 100-150 people for each event, 60-90 min in average, themes: creative economy, culture and climate change, sustainable development

2.3...2 **Brazil:** Education. 8 digital events, of around 3 hours (some with breaks and breakout rooms), – webinar format, with presentations and roundtable - would require the platform with access to translator's channel, interpreters, support to registration and follow-up, events manager.

7.4 As a result of what's mentioned in items 7.2 and 7.3 we expect to deliver the amount of 25 events, between webinars and workshops. Potentially, consultant might be requested to delivering up to 15 extra events, that will be agreed beforehand between consultant and the British Council. For this reason, consultant is expected to input in the "Annex response template" a budget proposal per event and in total.

7.5 Spanish and English expertise of consultant is required. Portuguese is desired. Please express clearly in your Annex supplier response template.

7.6 Platform should be set as to provide automatic subtitles, for accessibility purposes.

7.7 Platform should be simultaneous translation channels set and available.

7.8 Within the annex supplier response template, please state clearly the breakdown costs for each event stated in points 7.1.1 and 7.1.2, and the total amount of your proposal and total suggested amount per event.

- 7.9 The organization of the regional event schedule will be led by the British Council Argentina, liaising with in country teams to guarantee proper dates organization.
- 7.10 Delivery of activities will, ideally, not exceed 4 events per month. This can be discussed and agreed with the British Council team.
- 7.11 Documents storage will be through a Microsoft Teams folder – for each project - were consultants will handle, store and administer all documents related to the series, in accordance with the Data Protection Policy of the British Council.
- 7.12 Suppliers must include the following services in their proposals:

Creation and administration of:

- 1.12...1 Link to event with appropriate security measures (double security protocol, including waiting room). Only registered and validated attendees and participants will be allowed to join the meeting, this will be managed by the consultant.
- 2.12...2 Save the date with British Council branding
- 3.12...3 Create and send e-mailing templates for webinars

Registration forms with British council's in accordance with the privacy and data protection policies of the British Council, using Microsoft Forms

- 1.12...1 registration forms and links for event participants, including a briefing document with British Council branding that will include topics, overview of each event and host and panelists. It will have this [format](#) (or format to be agreed with British Council programme manager) and should be designed and edited by consultants
- 2.12...2 Providing all the requirements mentioned above to British Council's project manager before sending over communications to invitees
- 3.12...3 Monitoring of registrations and RSVP.
- 4.12...4 Alignment of preparations for the events:
- 5.12...5 Interlocution with speakers for the events, and communication with them and the Staff of the British Council. The British Council staff will be responsible for nominating and inviting speakers and guests.
- 6.12...6 Design a standard document with event structure, requirements, time management, to debrief speakers / panelists of the event format. This document will be branded and produced by the consultant.
- 7.12...7 Virtual platform access tests with the speakers of each event and participate in briefing of Safeguarding by British Council focal point assigned for the project
- 8.12...8 Sending, receiving, and managing PowerPoint presentations from speakers
- 9.12...9 Production of scripts for the events.
- 10.12...10 Liaising with the British Council's Marketing and comms teams in order to broadcast recorded webinars and managing live platforms such as Stream yard to broadcast in Facebook and YouTube channels (when needed) Liaise also to generate links to the webinars, track clicks to links, generate the promotional materials based on the British Council branding and coordinate with the internal marketing teams for the promotion, delivery and get the results from the social media channels.
- 11.12...11 Monitoring and reporting of questionnaire responses
- 12.12...12 Collection of mailings from registered participants in accordance with the privacy and data protection policies of the British Council
- 13.12...13 Guarantee communication with attendees, answering doubts about the series, sending over save the date, pre-event briefing pack, thank you emails, and any other communication required for the proper delivery of the activities.
- 14.12...14 Production of results reports, analyzing satisfaction questionnaires, participants' data (e.g. gender clippings, region of the country where they operate, interests in the activities of the British Council, etc.)
- 15.12...15 Record each event (with each language translation. Example: main room in English, Spanish and Portuguese), and facilitate recordings to British Council (within two working days) after each event concludes.

- 16.12...16 Support to the realization of events and acting as moderator(s) during the events. Each host, facilitator and moderator will participate in briefing of Safeguarding by British Council focal point assigned for the project in order to know who to contact in case of an incident
- 17.12...17 Monitoring and administering the chat during the events. This will entail also sharing appropriate resources, capturing key messages to send over to host, sharing the post-event survey and other requirements that might arise.
- 18.12...18 Monitoring the event for any safeguarding incident and maintain communications with British Council's staff and host, to act -if needed- appropriately following safeguarding guidance.
- 19.12...19 Production (to validate with British Council) of trigger questions per each encounter and facilitation of interaction.
- 20.12...20 Facilitator(s) profile(s): a desirable requirement is that they have experience in facilitating high level policy makers online events and have understanding and/or background in education.
- 21.12...21 Interpreter services: arrange meeting with interpreter services consultant, to align strategy within each event.
- 22.12...22 Debrief interpreter team on the event dynamic and share with them any relevant information to prepare in advance accordingly.
- 23.12...23 Guarantee a backstage communication channel with host, technical team, and interpreter team.
- 7.13 All stages of the production and holding of the events should be discussed in advance and approved by the British Council.
- 7.14 Provide the British Council a transcription of each encounter, including break out rooms and main sessions.
- 8 Initial events and services planned are the mentioned in this RFP but there is a potential for more events. Preference will be given to agencies/producers able to provide services for other countries in the Americas, such as Argentina, Colombia and Mexico. The contract will be with the British Council Argentina, delivering services digitally to the region and other countries in the Americas.
- 8.1 If the successful company in this tender process is Mexican, it is necessary to have its REPSE or the exception granted by the Secretary of Labor.
- 9 The total value of the services should not exceed GBP 30.500 (total amount to be covered by the British Council, including VAT, if payable). Total amount to be paid by the British Council will not exceed the amount mentioned before). Applications will be received from countries stated in item 8, and payment will be in consultant's local currency. Please make sure VAT is clearly indicated in your proposal and included in total amount of your financial proposal.

## **8. Formatting of the proposal to be submitted**

In your proposal, you must confirm that you meet the mandatory requirements/restrictions. In order to ensure that proposals are evaluated consistently, the vendor should submit the formatted proposal according to the sequence and sections described below:

1. Brief presentation of the company and experience in the market.
2. Customer service - presentation of the manager responsible for the account.
3. Customer portfolio.
4. References from two corporate clients, including name, telephone and e-mail to contact, and what services provided.
5. Commercial conditions.
  - a. Presentation of detailed business conditions, specifying the rates.
  - b. Additional costs (if applicable).

## **9. Schedule of the process of receipt, evaluation and selection of the proposal**



9.1 The schedule below may be subject to adjustments according to the needs of the British Council, but any changes will be communicated to the respective suppliers participating in the process:

activity	Dates
Deadline for clarification of doubts on the part of the supplier	May 29, 2022 (12:00 pm - Argentina time)
Deadline for British Council to answer supplier's questions	May 31, 2022 (16h - Argentina time)
Deadline for submission of proposals by suppliers	June 5, 2022 5pm (Argentina time)
Clarification of doubts of proposals and/or interviews with potential suppliers (if necessary)	June 7, 2022
Evaluation of proposals by the British Council	June 7, 2022
Inform selected vendor of acceptance of the proposal	June 8, 2022

## 10. Clarifications and Instructions for submitting the proposal

10.1. The Schedule of the process of receipt, evaluation and selection of the proposal present in this document should be observed.

10.2. Requests for clarification and submission of the final proposal should be exclusively via [e-mail milagros.mendezprato@britishcouncil.org](mailto:milagros.mendezprato@britishcouncil.org) (maximum up to 5MB by e-mail), in which the title of the e-mail *should be "Proposal of online event production and facilitation: Company name"*.

## 11. Evaluation criteria

11.1. The proposals will be evaluated by a committee of representatives of the British Council, according to the main criteria below:

Criteria	Weight assigned to each criterion
Social Value	10%
Experience in conducting events in virtual format through presentation of portfolio of activities already carried out	40%
Strategic and tactical approach to develop and deliver virtual events	30%
Value for money	20%

stitches	interpretation
10	<b>Excellent</b> - An understandable and strong response, indicating that the service provider is fully qualified and has sufficient experience to deliver the proposed results. A detailed response that responds directly to all unambiguous requirements, and with the indication of relevant examples.
7	<b>Well</b> - There are trivial concerns that the service provider may not achieve all the required results and the answers do not show sufficient detail or relevant experience. A less detailed answer, which meets most requirements, with some ambiguity and some relevant examples.
5	<b>Satisfactory</b> - There are concerns about the service provider's ability to achieve all expected results, and the answers are significantly lacking with details and presentation of relevant experience. A less detailed answer, which meets most requirements and no relevant examples.
3	<b>Weak</b> - There are serious indications that the service provider will not be able to achieve the expected results, and has not provided appropriate evidence of successful experiences in delivering the expected results. The answer is not entirely relevant to the request, with ambiguities and without detail.
0	<b>Inadequate</b> - The response does not follow the requirements and no relevant information has been submitted to demonstrate that the service provider can achieve the expected results. Lack of answer, or irrelevant answer.

11.2 The selected proposal will be the one that obtains the highest number of points in view of the information presented in the proposal and/or interview. Verification of the veracity of the information provided may be necessary, and the right of the British Council to disqualify the proposal may be reserved if any of the items submitted are not confirmed.

Annex 1. Contract model

Annex 2. Supplier response template

Annex 3. Check list, with main responsibilities of the consultant