

IRL-Dublin: public relations services  
OJ S 41/2012 29/02/2012  
Contract award notice  
Services

Directive 2004/18/EC

## Section I: Contracting authority

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### I.1. Name and addresses

Official name: The Pharmaceutical Society of Ireland

Postal address: 18 Shrewsbury Road, Ballsbridge

Town: Dublin 4

Country: Ireland

Contact person: Procurement

For the attention of: Eileen Troy

E-mail: [procurement@thepsi.ie](mailto:procurement@thepsi.ie)

Telephone: +353 12184000

Fax: +353 12837678

#### Internet address(es):

General address of the contracting authority: [www.thepsi.ie](http://www.thepsi.ie)

Address of the buyer profile: [http://www.etenders.gov.ie/search/Search\\_AuthProfile.aspx?ID=AA11101](http://www.etenders.gov.ie/search/Search_AuthProfile.aspx?ID=AA11101)

### I.2. Type of the contracting authority

Body governed by public law

### I.3. Main activity

Health

### I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

## Section II: Object of the contract

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### II.1. Description

#### II.1.1. Title

Public affairs & communications advisory services.

#### II.1.2. Type of contract and place of performance or delivery

Services

Service category No 11: Management consulting services [6] and related services

Main site or place of performance: Dublin.

NUTS code IE021 Dublin

#### II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

#### II.1.4. Short description of the contract or purchase(s)

The Pharmaceutical Society of Ireland ("PSI") is the statutory body established under the Pharmacy Act, 2007 charged with the regulation of the pharmacy sector in Ireland. It acts in the public interest to regulate the profession.

The PSI proposes to engage in a competitive process to award a contract for its requirements relating to public affairs and communications advisory services. These services will include the provision of media briefing advice, managing media relations, developing communication strategies, managing stakeholder relations, issue management and on-going PR support. It is anticipated that the agreement will be for 3 years subject to satisfactory annual review, with option to extend for a further one year.

**II.1.5. CPV code(s)**

79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

**II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

**II.2. Total value of the contract/lot**

**II.2.1. Total value of the contract/lot**  
excluding VAT

**Section IV: Procedure**

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**IV.1. Type of procedure**

**IV.1.1. Type of procedure**  
Open

**IV.2. Award criteria**

**IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Understanding of the requirements of the PSI. Weighting 10
2. Proposed methodology and approach. Weighting 20
3. Balance of resources and time allocation of team offered. Weighting 10
4. Proposed account manager. Weighting 10
5. Quality of proposed team. Weighting 10
6. Service delivery & reliability. Weighting 10
7. Ultimate cost. Weighting 30

**IV.2.2. Information about electronic auction**

**IV.3. Administrative information**

**IV.3.1. File reference number attributed by the contracting authority**  
PSI 1-11

**IV.3.2. Previous publication concerning this procedure**  
**Contract notice**

Notice number in the OJ S: [2011/S 136-226632](#) of 19.7.2011

**Section V: Award of contract**

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Lot title: Contract for the provision of public affairs & communications advisory services.

**V.1. Date of conclusion of the contract**  
13.12.2011

**V.2. Information about tenders**

Number of tenders received: 7

**V.3. Name and address of the contractor**

Official name: Q4pr

Postal address: 88 St. Stephen's Green

Town: Dublin 2

Country: Ireland

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting****Section VI: Complementary information**

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**VI.1. Information about European Union funds****VI.2. Additional information**

(ET Ref:388512).

**VI.3. Procedures for review****VI.3.1. Review body**

Official name: High Court

Postal address: Chief Registrar, The Four Courts

Town: Dublin 7

Country: Ireland

Internet address: [www.courts.ie](http://www.courts.ie)

**VI.3.2. Review procedure****VI.3.3. Service from which information about the review procedure may be obtained**

Official name: Contact a legal advisor

Country: Ireland

**VI.4. Date of dispatch of this notice**

27.2.2012