

Ireland-Dublin: Training services
OJ S 133/2013 11/07/2013
Contract notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Tourism Ireland
Postal address: 5th Floor - Bishop's Square, Redmond's Hill
Town: Dublin
Postal code: 2
Country: Ireland
For the attention of: Hannah Hughes
E-mail: hhughes@tourismireland.com
Telephone: +353 14763474
Fax: +353 14763642

Internet address(es):

General address of the contracting authority: <http://www.tourismireland.com>

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Other: Tourism Marketing

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

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

EMKTG/DMC/2013 - Services for the Design and Delivery of a Blended Learning Solution for Building and Developing Knowledge and Skills in the area of Digital Marketing Communications

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

Services

Service category No 27: Other services

Main site or place of performance: Dublin

NUTS code IE Éire / Ireland

II.1.3. Information about a framework agreement or a dynamic purchasing system

The notice involves a public contract

II.1.4. Information about framework agreement

Duration of the framework agreement

Duration in years: 4

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT:

Range: between 150 000 and 175 000 EUR

II.1.5. Short description of the contract or purchase(s)

Tourism Ireland wishes to appoint a supplier to provide services for the design, delivery and implementation of a blended learning solution for the development of knowledge and skills in the area of digital marketing communications for its global team of marketing executives.

The overall objective of the learning programme is to build Tourism Ireland's capability in digital marketing to ensure that the organisation continues to be fit for purpose so that it can deliver on its strategic goals and tourism targets for the island of Ireland.

The areas in which training and development are required include but are not limited to:

- i. Tourism Ireland platform user training*
- ii. Search Engine Marketing
- iii. Content Marketing
- iv. Online Direct Marketing
- v. Online and Social PR
- vi. Social Media & Community Management
- vii. Digital Advertising, Segmentation & Channel Decision Making
- viii. Application development (from a customer perspective)
- ix. Multi-Media/Multi-Channel Integration
- x. Briefing processes for external digital and media agencies
- xi. Evaluation and assessment of digital marketing programmes

In all of the above we expect best practice, benchmarking, goal setting, measurement, evaluation and assessment to be included.

*For example: Training for the content management system of the consumer website, the CRM system and the email marketing system.

Tourism Ireland's detailed requirements are set out in the Specification Document attached at Schedule 1.

Please note this is a below threshold procurement

II.1.6. CPV code(s)

80500000 Training services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Services for the design, delivery and implementation of a blended learning solution for the development of knowledge and skills in the area of digital marketing communications for our

global team of marketing executives.

The Contract Period will be for a maximum of four [4] years subject to budget and annual performance review, and other factors.

It is anticipated that work under the Framework Agreement will commence in October 2013.

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

II.3. Duration of the contract or time limit for completion

Duration in months: 48 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

N/A

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

N/A

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

List and brief description of conditions: Audited annual accounts for the last 2 years.

III.2.3. Technical and professional ability

Minimum level(s) of standards possibly required:

Applicants must demonstrate possession of or access to:

- Relevant experience in designing, delivering and implementing blended learning solutions that include technology-enabled solutions.
- Expertise in e-learning and virtual learning environments.
- Expertise in master curriculum design and management.
- E-marketing and customer engagement expertise including applications to the tourism and hospitality sector and other relevant sectors.
- Willingness to familiarize themselves with Tourism Ireland's specific practices, processes and tools.
- Knowledge of data protection legislation.
- Ability to source relevant international experts, both theorists and practitioners on specific topics.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.1.2. Information about the limits on the number of candidates to be invited

Envisaged minimum number 5: and Maximum number 8

Objective criteria for choosing the limited number of candidates: Subject to the quality of applications received.

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

EMKTG/DMC/2013

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

8.8.2013 - 11:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.3. Additional information

To receive more information about this tender, including any amendments and/or clarifications and to request any clarifications and/or to respond to this tender, you must register your interest to this tender on the following site: https://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=66794&B=ETENDERS_SIMPLE

Please note: this is a below threshold procurement

Duration of the Framework Agreement: The Framework Agreement will be for 3 years, renewable annually – subject to satisfactory performance, with the possibility of extending for a further period of up to 1 year.

Please note that Tourism Ireland does not guarantee that the services will be carried out during the lifetime of the Framework Agreement.

Tourism Ireland requires all Tenderers to adopt the format set out in the Response Document. One signed original plus 3 additional hard copies and one soft copy on USB Stick must be delivered by in a sealed envelope/package to the delivery address by the deadline stated in this Contract Notice.

Tourism Ireland cannot accept responsibility for applications that are lost or damaged in the post.

Late applications will not be accepted. Applications by fax or by email will not be accepted.

Tourism Ireland will not be responsible for costs, charges or expenses incurred by participants, whether or not a final contract is awarded.

Tourism Ireland is subject to the provisions of the Code of Practice on Freedom of Information for North South Implementation Bodies and Tourism Ireland.

Award of this contract will be subject to the winning Tenderer's compliance with the Fair Employment and Treatment (Northern Ireland) Order 1998 [if based in NI]

Award of this contract will be subject to approval by the Board of Tourism Ireland.

Award of this contract will be subject to selected candidate obtaining a Tax Clearance Certificate or equivalent as required by the Irish Revenue Commissioners.

The contract will be subject to Irish law.

Tourism Ireland reserves the right without advance notice (and without giving reasons unless so required by law and without liability to the applicants) to amend or otherwise change the process or to terminate the process. This notice does not represent a commitment to enter into any contract(s).

Please refer to the documentation attached to this notice for full details of services required and instructions

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

8.7.2013