

**Ireland-Dublin: Public relations consultancy services**  
**OJ S 247/2016 22/12/2016**  
**Contract notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Department of Finance

National registration number: N/A

Postal address: Government Buildings, Merrion Street

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

Contact person: Gary Hynds

E-mail: [gary.hynds@finance.gov.ie](mailto:gary.hynds@finance.gov.ie)

Telephone: +353 6045308

**Internet address(es):**

Main address: [www.finance.gov.ie](http://www.finance.gov.ie)

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/310>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [http://irl.eu-supply.com/app/rfq/rwentrance\\_s.asp?PID=106566&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwentrance_s.asp?PID=106566&B=ETENDERS_SIMPLE)

[PID=106566&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwentrance_s.asp?PID=106566&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [http://irl.eu-supply.com/app/rfq/rwentrance\\_s.asp?PID=106566&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwentrance_s.asp?PID=106566&B=ETENDERS_SIMPLE)

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

**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

Economic and financial affairs

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Capital Markets Public Relations Consultancy Services.

Reference number: DoF PR Consultancy Services

**II.1.2. Main CPV code**

79416200 Public relations consultancy services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

The provision of public relations services in Ireland and internationally, in connection with a possible stock market privatisation process of Allied Irish Banks (AIB).

### **II.1.5. Estimated total value**

Value excluding VAT: 200 000,00 EUR

### **II.1.6. Information about lots**

This contract is divided into lots: no

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

79416200 Public relations consultancy services

### **II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

### **II.2.4. Description of the procurement**

The provision of public relations services in Ireland and internationally, in connection with a possible stock market privatisation process in relation to Allied Irish Bank (AIB).

These services will include:

- Privatisation communications and media strategy development and planning.
- Implementation of communications strategy including the development of media schedule covering period from Intention to Float (ITF) to Initial Public Offering (IPO).
- Development of key messaging themes with pro-active and reactive engagement with media personnel and influencers.
- Assistance with press releases, presentations and public briefings.
- After market assistance including monitoring of media reportage. Assist in responding to media queries in relation to the IPO and media train nominated spokespersons.

### **II.2.5. Award criteria**

Criteria below

Cost criterion - Name: Fees / Weighting: 30

### **II.2.6. Estimated value**

Value excluding VAT: 200 000,00 EUR

### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 18

This contract is subject to renewal: yes

Description of renewals:

Please see RFT documentation.

### **II.2.10. Information about variants**

Variants will be accepted: no

### **II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

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

### **II.2.14. Additional information**

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions for participation**

#### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

## **Section IV: Procedure**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Open procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

### **IV.2. Administrative information**

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 27/01/2017 Local time: 17:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 18 (from the date stated for receipt of tender)

#### **IV.2.7. Conditions for opening of tenders**

Date: 27/01/2017 Local time: 17:00

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1.**

**Review body**

Official name: The Courts of Ireland

Town: Dublin

Country: Ireland

**VI.5. Date of dispatch of this notice**

20/12/2016