

## Invitation to tender

### Low Carbon Events for the Business and Professional Services Sector ('BPS')

West Midlands Knowledge's remit is to position the West Midlands BPS sector as an expert centre in the UK, exploit areas of current strength, increase turnover in regional firms, identify and develop new business opportunities, increase levels of collaboration, encourage networking and improve innovation and business processes in smaller BPS firms. The BPS sector covers a wide range of firms from architecture to recruitment, financial services to advertising and management consultancy to civil engineering, law and accountancy. West Midlands Knowledge is funded by Advantage West Midlands, operated by Birmingham Forward on behalf of the six sub- regional Business and Professional Services Networks. Further information about West Midlands Knowledge is available on the West Midlands Knowledge website [www.wmknowledge.co.uk](http://www.wmknowledge.co.uk)

WMK'S research into the regional opportunities for the BPS sector, and research done nationally, point to a number of key markets which we expect will offer significant growth for BPS firms in the near future. The **low carbon market** has been identified as offering potential. We now need to appoint an organisation with a strong network in the low carbon sector to assist with devising a programme and securing keynote speakers for 2 events which will help BPS firms to take advantage of the opportunities presented by this market.

### Outline of the brief

WMK is looking to appoint a business provider to support in the development of 2 events, one to take place in November 2010 and the other in March 2011 with the aim of helping BPS Firms to benefit from opportunities presented by the low carbon market. The requirements are:

- to devise a half day event programme with the objective of providing BPS firms with an overview of the low carbon market and how they might develop their services to meet the needs of this growth market. Having discussed the potential for the BPS sector with a number of BPS firms operating in the region, we have identified a specific interest in the following topics which might form the themes for the November/early December 2010 and March 2011 events;
  - Waste management/renewable energy – specifically Anaerobic Digestion (AD)
  - Renewable energy – specifically Solar PV
- to secure keynote speakers from the industry, brief them on the requirements for the events and ensure they are able to speak to the brief; this should include the areas where BPS advisers can support the low carbon industry;
- to provide information on speakers and the areas they will cover which allows WMK to publicise details of the event;
- the format of the event should allow for 'break-out' sessions where small groups of fee-earners from the BPS sector organised in complementary but non-competitive business areas are encouraged to investigate how they might work collaboratively on an opportunity presented by this new emerging market; we will require the speakers to support with facilitation of these break-out sessions;
- The programme should also allow for case study examples of BPS firms who are already generating fees from the low carbon market – for example a legal firm or a bank who has developed specific financing options for low carbon opportunities;
- The programme should cover a panel 'Questions and Answers' session at the end of the event where BPS firms can ask the speakers questions.

- Events should start at 9.30am concluding with lunch and an opportunity to network with other firms interested in advising the low carbon sector. The aim should be for lunch to finish at 1.30pm;
- Preferred timing for the events is November and March. The events will take place in the West Midlands within easy access for firms based across the whole of the West Midlands;
- Events should include 2-3 examples (case studies) of BPS firms who have generated fees from the markets in the West Midlands, demonstrating how they have developed their own services to cover the low carbon market. West Midlands Knowledge will be able to give contact details of firms who are already advising in this market.

### Budget

The budget for this work is £4200 + VAT and will need to cover the following areas:

- Devising a programme and event outline which will cover the key issues in the industry
- Securing quality keynote speakers on the dates required
- Briefing keynote speakers and ensuring they are able to meet the brief as outlined above

The successful bidder will **not** be required to undertake the following tasks as these will be undertaken by West Midlands Knowledge:

- make venue and catering arrangements;
- publicise the events, issue invitations and secure attendees
- generate printed or electronic invitations
- undertake follow-up of the event
- track attendee lists
- provide hosting services at the events

### Timescales

Anticipated timescales are as follows:

Low carbon event brief published	25 August 2010	Sent to sub regional networking groups and organisations with expertise in the low carbon market.
Final date for receipt for bids	10 September 2010, 5pm	Paper and electronic copies required
Evaluation of bids against criteria advised in the tender and contract awarded	Completed by 16 September 2010	The outcome will be communicated to organisations who bid for the work.

**How to respond – bid process**

Your bid submission needs to be submitted both in paper and in electronic format to the timetable shown above. This should include a maximum 2 page summary of bid content, approach and an outline of relevant experience. Submissions will be judged by a panel against the criteria shown in the following scoring process:

<b>Criteria</b>	<b>Maximum score</b>
Experience and ability to include: <ul style="list-style-type: none"> <li>• Relevant experience of organising event programmes centred on industry issues</li> <li>• Contacts in the low carbon market</li> <li>• Capability and credibility</li> <li>• Evidence of work in this arena</li> <li>• Familiarity of the BPS sector</li> </ul>	60
Resource to include: <ul style="list-style-type: none"> <li>• Business turnover</li> <li>• Key staff SVs for delivery</li> <li>• Capacity to deliver within the timescale set out</li> </ul>	20
Value for money to include: <ul style="list-style-type: none"> <li>• Cost effectiveness</li> <li>• Price</li> </ul>	40
Methodology and approach, including deliverability within timescale and budget	40
Creativity and innovation	40
<b>Total maximum score</b>	<b>200</b>

**Should tenderers wish to discuss this tender further they are to contact the following:**

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Matters discussed may be published as a notice to all bidders. West Midlands Knowledge reserves the right to place part or none of the contract and to negotiate after selection. Milestone and payments plans are invited from bidders.