



British  
Fertility  
Society

## INVITATION TO TENDER

For the provision of Media Services to the  
British Fertility Society (BFS)

[www.fertility.org.uk](http://www.fertility.org.uk)

*February 2017*

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# 1 Letter of Invitation

21 February 2017

Dear Sir/Madam

## Provision of media (and social media) services for the BFS

The BFS has pleasure in inviting you to submit a tender for the above services.

The Invitation to Tender contains Instructions and information for tendering, a Specification of Requirements which interested agencies or freelance press officers should read very carefully. Also provided is background information on the BFS and details on the process and timescales for the tender.

If you wish to submit a tender, you are required to return **two hardcopies and one electronic version** of your proposal, clearly marked. Please note memory sticks are not accepted.

Hardcopy tender submissions must be clearly marked “**BFS, provision of media services**”, and returned to the following address by **6:00pm on Monday 20 March 2017**.

### Yvonne Liversidge

Profile Productions Ltd  
BFS Secretariat,  
Boston House  
69-75 Boston Manor Road  
Brentford  
TW8 9JJ

To submit your electronic copy, or if you have any questions about this tender or its process, please email Yvonne Liversidge at: [bfs@profileproductions.co.uk](mailto:bfs@profileproductions.co.uk)

We look forward to receiving your tender response.

Yours faithfully



**Adam Balen**

*Chair, British Fertility Society*

## 2. Instructions and Information for Tenderers

1. Tenders must be submitted in accordance with these instructions and any further instructions contained in other documentation issued by the BFS.
2. Tenderers who do not wish to submit a tender are invited to state their reasons for not tendering, although there is no obligation to do so. However, failure to communicate may jeopardise future invitations to tender.
3. The Tenderer may not amend this document.
4. Tenders may be rejected if any of the requested information is not supplied with the tender or if the submission fails to comply with the format and presentation guidance.
5. The date and time for return of tenders is shown on the Invitation Letter. Tenders will be received up to the time and date stated. It is the Tenderers responsibility to ensure that their tender is received on time.
6. The BFS will acknowledge receipt of tender documents. However, BFS accepts no responsibility for loss or non-receipt of applications.
7. The BFS expressly reserves the right not to award any contract as a result of this procurement process and it shall not be liable for any costs incurred by Tenderers. The BFS also reserves the right to accept all or any part of a tender.
8. Costs shown must be in both gross and net forms.
9. The Tenderer must not inform anyone else of their tendered costs.
10. The Tenderer must not try to obtain any information about any other party's tender or proposed tender before the contract is awarded.
11. Where invoices will be rendered by, or payments made to, an entity whose title differs in any respect from the title in which the tender is submitted, full details must be provided in a letter accompanying the tender.
12. Tenderers should note that during this tender process they should not contact any of the BFS Executive or other Committee Members outside of the process outlined within this document.
13. All responses to this Invitation to Tender must be in English.
14. The BFS reserves the right, at its discretion, to request clarification in writing, or further relevant information, from any Tenderer following submission of a tender.
15. Tenderers should highlight information in their responses that they consider to be commercially sensitive or confidential in nature, and should state the precise reasons for this, including any exemptions which may apply.

## 3 Background Information

### 3.1 Introduction

The BFS is commissioning for full support of its **press media (and social media) function**. This document outlines the purpose and requirements of this contract and responses will be welcomed until the deadline of **6:00pm on Monday 20 March 2017**.

### 3.2 The British Fertility Society's Key Educational Aims and Objectives

- To encourage the study of problems of human reproduction
- To organize clinical meetings in Britain and abroad, and to affiliate with the IFFS.
- To promote research
- To hold joint meetings with other professional Societies with related interests
- To seek support for training fellowships and other awards for junior members
- To publish material aimed at promoting standards in the discipline
- To promote high standards of training and liaise with professional, government and patient organisations
- To be an effective voice projected to the society to explain and promote principles and good practice (including ethics) in areas of competence.
- To promote high quality practice in the provision of fertility treatment.
- To provide a common forum for members of various disciplines having an interest in the science and treatment of infertility.
- To promote high quality scientific and clinical research in the causes and treatment of infertility.
- To provide professional leadership in the provision and regulation of infertility services.
- To promote the increase of NHS funding for and equity of access to fertility treatments.

### 3.3 BFS Activities

**The BFS is involved in the following activities and membership benefits:**

- A joint annual scientific meeting with other Societies; SRF and ACE (and AGM)
- Annual training courses complementing specialist training modules
- Ad-hoc scientific meetings and workshops
- Publication of policy and practice guidelines
- Quarterly peer reviewed journal of the BFS – Human Fertility
- Prizes and Awards for academic excellence
- Corporate Sponsorship for attendance at the BFS Scientific Meetings
- BFS Newsletter and weekly Media Digest
- Mentorship Programme for career progression
- Special Interest Group activities, including the Fertility Education Initiative (FEI) and Fertility Preservation UK (FPUK)

### 3.4 Existing press, marketing and social media channels

**Website:**

[www.fertility.org.uk](http://www.fertility.org.uk)

(Includes Press cuttings)

[www.fertilityed.uk](http://www.fertilityed.uk) domain recently registered which is being developed to house the FEI Special Interest Group content.

**E-Communications to BFS members:**

- BFS Newsletter (6-weekly)
- In house marketing to disseminate news and updates as required

**Press communications to BFS members:**

- BFS Media Digest (weekly)

**Print & Digital Material:**

- Patient Information Leaflets
- Public Resources

**Social Media:**

- Twitter [@BritFertSoc](https://twitter.com/BritFertSoc)
- [LinkedIn](#)

## 4 Specification of Requirements

The BFS wishes to appoint a full service press and social media agency or freelance press officer.

### 4.1 Objectives

The **key objective** for the successful agency or freelance press officer is to develop a media, PR and social media strategy which positions the BFS as the 'go to' Society for comment on all Fertility and Reproductive Medicine related issues. In addition, to promote the BFS's aims, objectives, activities, opportunities and successes nationally and internationally.

### 4.2 Scope and details of service requirements

The following outlines the range of requirements, and Tenderers must demonstrate their ability to deliver on each area:

#### 4.2 a) Strategies

- Initiate and develop a media strategy which outlines how each objective will be met.
- Ability to seek and identify opportunities to develop the BFS's media and social media presence and ahead of other interested organisations
- Develop and support a Social media campaign and strategy, keeping abreast of changes in fashion or developments in social media
- Provide on-going strategic communications advice, including issues and crisis management support.

#### 4.2 b) Reports and Impact Evaluation

- The provision of a media monitoring and evaluation service
- Illustrate impact reporting and evaluation methods and techniques
- Provide regular reports, links and press cuttings to the Committee
- Provide a 6-monthly impact report to the Executive Committee which evaluates progress against objectives.

#### 4.2 c) Communications

- Copywriting and placement for digital and hard copy features about the BFS
- Input to press releases from other organisations which mention the BFS
- Response to any reactive media enquiries regarding the BFS.
- To be proactive, and anticipate new stories and have press- releases prepared
- Keep a database of responses and text that can be used rapidly in response to current news stories when required
- Maintain existing press activities and identify new opportunities (eg: e-marketing channels, communications and related collateral.)
- Liaison across multiple key organisations and stakeholders
- Where relevant, run press briefings on behalf of the BFS
- Liaise with SMC and other media organisations
- Supporting and planning media campaigns around major conferences or scientific events
- Regularly attend the relevant BFS Executive Committee meetings (minimum of 2 annually), and other meetings (e.g. Annual Fertility Conference) and events as necessary. *Expenses to attend these meetings will be covered by the BFS.*
- Interviewing and briefing clinical or scientific experts and spokespeople
- Provision or arrangement of media training if required by experts and spokespeople  
*Training costs covered by the BFS.*

#### 4.2 d) Range of audiences

- Local, national, international
- Healthcare
- Government
- Commercial
- Patients

#### 4.2 e) Social Media

- The day-to-day management of a single, corporate Twitter account for the BFS
- The coordination of media and social media activity for the BFS Annual Fertility Conference, other scientific meetings or Fertility events which the BFS attends.

#### 4.2 f) SOPs

- Provide a creative, proactive, flexible and full service resource, to be drawn upon as and when required.
- Accept all media enquiries with professionalism and consistency, respond in a timely manner to enquiries, meeting all reasonable requests to ensure that the service remains effective and high-quality at all times
- Provide a detailed SOP and considerations for planning, drafting and disseminating press releases in liaison with experts.
- Provide a detailed SOP for liaison with experts on the Committee, other organisations or interested parties
- Drawing up and maintaining target media lists and contacts
- Out-of-hours media response service and dedicated phone line(s) and email

#### 4.2 g) Context

- Display meaningful understanding of the subject matter and sector within which the BFS operates and the challenges of communicating in this area
- Be conversant with restrictions and requirements of press activities

### 4.3 Methods, Personnel and Costs

Whether tendering as an agency or freelance press officer, please ensure the responses to **(4.1, 4.2 a - g)** above, detail the following:

1. The process and procedure for strategy development
2. The methods proposed for delivering the service requirements
3. The person(s) responsible for the overall account management and each element of the service areas
4. A short summary CV including all relevant experience for person(s) included in the submission.
5. Please include a direct phone or email contact for key person(s) by which it is appropriate for the BFS to make contact
6. The costs of full and total service provision given for one year in both gross and net forms.

## 5 Evaluation, Contract and Timescales

### 5.1 Evaluation

The BFS will evaluate all Tenders in a fair and equitable manner, and will also consider the value for money of each proposal. This means that different clarification/information may be sought from different Tenderers. Tenderers will be called to attend a further meeting which will form part of the evaluation process, following the initial tender evaluations. The BFS reserves the right to take into account any other relevant considerations that, in its absolute discretion, it may deem are appropriate.

### 5.2 Form of Contract

The BFS wishes to appoint a full service **press and social media agency or freelance press officer** to provide the development and delivery of its media services and activity from **02 May 2017**.

The contract includes the requirement of a 6 monthly impact report and review to be presented to the BFS Executive Committee, upon which contract renewal is dependent.

### 5.3 Timescales

Invitation to tender sent out on	22 February 2017
Closing date for tender responses by	20 March 2017
Final shortlist meeting on	28 March, 2017 London
Award of services contract by	April 2017
Contract start date <i>Contract renewal dependent on a 6 month review from this date.</i>	02 May 2017

## 6 Submitting a Tender

### 6.1 Structure of Proposal

The proposal should be structured as follows:

1. Introduction and covering letter
2. How your services will meet the objectives and requirements laid out in sections **4.1, 4.2 and 4.3.**
3. Total cost of the services for
  - One quarter
  - Six months
  - One year*In both gross and net forms.*

*Optional:*

- *Appendices with examples to illustrate the above*
- *Testimonials or references (these may be requested by the BFS prior to or upon successful shortlisting)*

### 6.2 Format & Presentation of Proposal

All submissions must be in Arial font 11 or above, bound appropriately and emailed in easily identifiable and downloadable documents. Any appendices must be clearly indexed or labelled. The BFS reserves the right to exclude from evaluation any inappropriately large appendices.

All tenders should be submitted as per the instructions in the Letter of Invitation on **page 2** of this document.

**All tenders must be sent by 6:00pm Monday 20 March 2017.**

### 6.3 Tender Responses

If you have any questions about this tender or its process, please email them to Yvonne Liversidge at: [bfs@profileproductions.co.uk](mailto:bfs@profileproductions.co.uk)

Tender submissions will be acknowledged, however please allow up to two weeks for a full response.