

# Brief for Professional Expertise in the Management and Delivery of the Midlands event for National Women's Enterprise Day 2025 (16th October 2025)

Issue date: 16 April 2025

Closing date for receipt of quotations: 7<sup>th</sup> May 2025 (4pm)

## **National Women's Enterprise Day**

**Thursday October 16<sup>th</sup>, 2025**

The Local Enterprise Offices (LEOs) of Offaly, Laois, Longford and Westmeath are hosting a regional event marking National Women in Enterprise Day and are seeking an event manager to organise and coordinate the day for the next three years. This is an annual event which rotates between the four counties of Offaly, Laois, Longford and Westmeath.

The aim of NWED this year is to show female entrepreneurs and aspiring entrepreneurs how their Local Enterprise Office can 'make it happen' for their new venture or existing business.

It is intended to have a business seminar / networking event with up to three speakers followed by lunch/dinner.

### **The event requires the following to ensure its success:**

- 1) **Pre Event** discussion, design, and strategies for implementation
- 2) **Day of the event** schedule, and delivery in all agreed elements
- 3) **Post Event** Management and analysis

Outlined below are the service requirements and responsibilities of the Event Coordinator

- Liaise with representatives from the four LEOs to confirm format of the event
- Select a shortlist of suitable venues, host County for 2025 is Offaly. Capacity of the venue will determine number of attendees but minimum requirement is 120 people.
- Identify and assist in sourcing a shortlist of speakers for the seminar
- Responsibility for booking/contracting agreed speakers
- Promotion and digital marketing of the event
- Develop materials for online and print promotion.
- Liaising with local media in the four Counties for event promotion.
- Organisation of event itself including venue management/catering/sound/light/ coordinating speakers/timetabling etc.
- Registration on the day and ensuring the event runs to the agreed format and schedule.
- There will also be a requirement to attend up to four meetings with the four participating LEOs who will also support the coordinator to ensure a successful event.

The Co-Ordinator will also need to:

- Ensure that all compliances issues (including Health and Safety) are met.
- Co-ordinate this event from concept to conclusion.
- Ensure that the event is delivered within budget and to schedule.

- Create a complete schedule for the day of the event.
- Preparation of all print items including badges, flyers, area signage etc.
- Meet with the LEO offices to carry out post event analysis.

There will also be a requirement to attend up to four meetings with the four participating LEOs who will also support the coordinator to ensure a successful event.

The indicative budget for the project is €7,500 plus VAT and all associated costs. Value for money will be a key criterion in the award of the contract.

An additional budget is available for venue hire and fit out, print, materials and any additional design elements etc.

### Evaluation of Quotations and Award Criteria

Quotations will be evaluated on the information provided at the time of quotation. Unsuccessful applicants will be notified when the appointment of the successful applicant has been confirmed. The contract will be awarded to the most economically advantageous based on the following award criteria:

Criterion	Maximum Score Available	Percentage
Quality of quotation provided, including approach and resources	50	25%
Relevant expertise and examples of previous work	80	40%
Value for Money/Price	70	35%
<b>Total Maximum Score Available</b>	<b>200</b>	<b>100%</b>

The lowest price quotation that has been accepted as a valid quotation will receive the maximum score of 35% under the price category. The scores of all other valid quotations received will be assessed under the price category using the following formula:

$$\frac{A \times 35}{B}$$

In this instance **A** is the lowest price received from a valid quotation and **B** is the price submitted in relation to the quotation being assessed.

The following formula will be used in assessing scores under the remaining two criteria. Scores allocated under these criteria will then be multiplied by 40% to allow for the final assessment of the quotation:

Score	Meaning	Interpretation
<b>90 – 100%</b>	Outstanding	An outstanding response demonstrating extensive understanding offering full assurance to client – fully supported with no reservations.
<b>80 – 89%</b>	Excellent	An excellent response demonstrating excellent understanding offering assurance to client – fully supported.

<b>70 – 79%</b>	Very good	A very good response demonstrating very good understanding offering assurance to client – strongly supported.
<b>60 – 69%</b>	Good	A good response demonstrating good understanding offering assurance to client – well supported.
<b>50 – 59%</b>	Acceptable	An acceptable response demonstrating a minimum understanding offering assurance to client - satisfactorily supported.
<b>Less than 50% is unacceptable</b>		
<b>25 – 49%</b>	Poor	A poor response demonstrating limited understanding with insufficient or no detail and a risk of non-delivery. This is unacceptable and a fail.
<b>1 – 24%</b>	Very Poor	A very poor response demonstrating very limited understanding of the requirements with fundamental flaws and a significant risk of non-delivery. This is unacceptable and a fail.
<b>0%</b>	No response	Response completely fails to address the criterion under consideration. This is unacceptable and a fail.

Where considered necessary / appropriate, a shortlist of consultants / companies will be made and these consultants / companies will be invited to interview.

### Financial Arrangements

- All costs must be quoted as a fixed price in Euro to include vat. The budget should indicate an all-inclusive price including travel and all other associated expenses, VAT and staff / administration costs.
- The applicant shall provide a valid, current Tax Clearance Certificate.
- The applicant shall provide copies of all appropriate Professional Insurances /Professional Indemnities.

A payment schedule will be agreed with the successful applicant prior to the awarding of the contract.

The Local Enterprise Office retains the right to withhold payment, where a contractor has failed to meet his or her contractual obligations in relation to the delivery of goods/services to an acceptable level of quality.

All quotations must include the following information:

- Company profile including personnel and resources necessary to satisfy suitability criteria
- Details of relevant experience including any assets (marketing collateral; online content or video) which may support your proposal.
- Details of experience of any sub-consultants which are to be used on the project
- Outline methodology for successful delivery of the project



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- The Company / Consultant to be engaged shall be required to work within the remit and comply with the Health Safety & Welfare at Work Act 2005.

Please submit your proposal by email no later than 4pm on 7<sup>th</sup> May 2025 to [edel.boyd@leo.offalycoco.ie](mailto:edel.boyd@leo.offalycoco.ie)

Closing date for receipt of tender is Wednesday, 7<sup>th</sup> May 2025.



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