



Terms of Reference for the Co-ordination of the Cork LEO Exhibition Stands in the Local Enterprise Showcase area 2018

The Local Enterprise Offices of Cork City and County (hereinafter referred to as the “LEOs”) have the primary function of promoting enterprise and assisting the development of micro enterprise at local level through the provision of financial assistance, business advice and management training. A major part of the activities of the LEOs is the design and delivery of soft supports tailored to the requirements of both business start-ups and owner/managers.

Micro enterprises (i.e. businesses employing less than 10 employees) have in the past and will continue to be an integral part of Ireland’s economic success. The LEOs have had a longstanding commitment to the craft/gift/design sector throughout Cork City and County and support the sector in various forms, including the provision of subsidized stands at Ireland’s National Showcase Trade Event.

Showcase – Ireland’s International Creative Expo – takes places from 21st to 24th January 2018 in the RDS, Dublin. It is one of the country’s largest international trade shows, attended annually by over 5,000 buyers from Ireland and up to 26 countries around the world, generating sales orders of up to €20million over the four days of the show. Showcase is a partnership between the Design & Crafts Council of Ireland and Showcase Ireland Events Ltd., with support from Enterprise Ireland in promoting the show internationally through their network of offices overseas.

www.showcaseireland.com

As part of its continued support to the gift/craft/design/homewares sector, the LEOs of Cork City, South Cork, North and West Cork are offering exhibition space in the designated Local Enterprise Showcase area at discounted rates to suitable clients. The exhibition space offered consists of an enhanced 2 meter by 2 meter stand under the LEOs’ Local Enterprise Showcase banner. The application and selection process for Cork exhibitors has been completed with 9 individual exhibitors confirmed to go forward to Showcase Ireland 2018. The stands will be situated the Local Enterprise Showcase space which is located in the balcony area of the Main Hall, RDS, Dublin.

The objective of the LEOs' exhibition is to create a platform for retail sales for Cork craft/gift/design producers, promoting the work as quality, consumer-led craft that has a strong emphasis on retail sales.

The main areas of responsibility for the Co-ordinator of the Cork LEO Exhibit Stands will include:

- The delivery of up to 3 X half day workshops to prepare the Cork clients for Showcase i.e. topics should include marketing/sales preparation, stand dress and mock-up. Please also highlight other areas that should be covered in the workshops.
- One-to-one mentoring sessions with each client (**maximum of 10 hours per client**).
- Telephone and email support for each client leading up to Showcase.
- Generate PR for the Cork LEO Exhibit Stands – both online and in print media.
- Attendance at Showcase from set-up on Saturday 20th January until Wednesday, 24th January 2018, providing support to the Cork Exhibitors.
- Be the main point of contact for the event organiser of Showcase 2018 and for all matters in relation to the event including:
 - Liaising with National Co-ordinator in relation to the booking of space and other event information and communicating all important information from the Expo team to the LEOs' clients
 - Clients having their profiles and photos included in the event catalogue
 - Clients having their press packs ready and being aware of the importance of same for the event
 - Assisting clients to enter Showcase competitions prior to the event
 - Maximise PR opportunities
 - Keeping the Cork LEOs briefed on Exhibitor progress and readiness to exhibit.
 - Attendance at National briefing session would be very important to keep up to date with all news associated with Showcase Ireland 2018. Clients will also be encouraged to attend.
- Post evaluation process – submit a Report to the LEOs after the event.

Costing

- A detailed schedule of costing to include the aforementioned areas of responsibility must be included in the proposal
- The proposed costing should include all costs associated with the management of this assignment incl. travel/mileage, administration such as the Evaluation Report, costs to attend Showcase, telecommunications costs etc.

Award Criteria

The successful proposal will be selected following an evaluation process by the Cork LEOs on the basis of the most economically advantageous tender as per the following criteria (weights/marks out of 200 in brackets):

Quality of Proposal	(40)
Proven Track Record & Experience	(40)
Delivery Approach	(40)
Innovation	(20)
Costs	(40)
Management & Administration	(20)

Tendering Process

It is expected that proposals submitted will detail the modular content of the role. It is important that tendering agents submit a professional profile highlighting relevant contracts/assignments completed, with emphasis on any previous experience in co-ordinating this type of activity in the past within the micro enterprise sector.

Proposals marked “**Showcase Tender Enclosed**” and addressed to the following, to be submitted **in hard copy (3 copies)** to:

Ciara McGee
Local Enterprise Office South
Cork, Business Growth Hub, Cork
County Council, County Hall,
Cork.

To be received no later than 4pm on Monday 28th August.

Please include a contact email on the **outside** of the envelope if you would like to receive confirmation that your tender has been received.



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Comhairle Cathrach Chorcaí
Cork City Council