

IDA Ireland
Procurement

Videography Services Framework Contract

Bidders Briefing

Issued 08/09/2025

Agenda

1. Why we are issuing this briefing ?
2. Background / Why a single party Framework ?
3. Key requirements with reasoning (Selection Criteria)
 - Turnover / Years Operating
 - Experience / References
4. Key requirements with reasoning (Award)
 - Scope of Requirements
 - Contract Management
 - Alignment with Brand
5. Award Criteria -
 - A - Methodology and Approach Incl Previous examples)
 - B - Team and Resources
 - C – Environmental & Social

Why have a bidders briefing?

- Many interested companies in this competition are micro businesses <10 staff (eTenders docs downloads)
- Only one bidder can win the tender.
- Preparing and submitting a tender in response to this competition uses precious resources and time for bidders.
- We want bidders to be fully informed before deciding to bid

1. IDA Ireland wants to ensure all bidders are qualified to enter the competition / won't "fall" at the 1st or 2nd hurdle.

2. IDA wants to ensure all bidders understand the requirements.

Why a 3-4 Year Single Party Framework?

1.3a Duration of The Framework Agreement

Any Framework Agreement that may result from this Competition (the “**Contract**”) will be issued for a period of 3 years.

IDA Ireland reserves the right to extend the Initial Framework Agreement for a period or periods of **one (1) year** (each the “**Extended Framework Agreement Term**”) up to a maximum duration of **four (4) years** on the same terms and conditions subject to supplier performance and funding. The Initial Framework Agreement Term and the Extended Framework Agreement Term(s) shall together constitute the “**Framework Agreement Term**”.

Previously IDA Ireland has commissioned Videography Services on an *Ad Hoc*/ short term basis.

This has meant:

- Higher transactional, contract management and procurement costs
- More effort is required briefing multiple companies on brand guidelines , tone of voice and IDA ways of working
- Less opportunity for innovation, learning and continuous improvement through closer working with one partner over time

Appointing one provider for our Videography needs over a longer period will, it is hoped, address these issues and drive improved value for money as well as more certainty for both IDA and the winning provider

Minimum Size - Flexibility & Responsiveness

1.A TURNOVER				
Tenderers must confirm that they have achieved a turnover of at least four hundred thousand euro, €300,000 in three of the last four financial years.				
Year	2024	2023	2022	2021
Turnover	€	€	€	€
I, the undersigned, confirm on behalf of the Tenderer that the above requirement is met. I confirm that the Tenderer will provide evidence substantiating the above confirmations within seven (7) days of request by IDA Ireland (or such other period as may be specified by IDA Ireland).				
Name			Signature	
Position			Date	

IDA may need two or more projects to run concurrently at different sites requiring access to more than one crew at any one time

IDA may need to arrange shoots at short notice depending upon events/ schedule changes, e.g. if a C-Suite exec from a company makes a last-minute decision to layover/ visit Ireland enroute elsewhere, we may seek to use the opportunity to interview them anywhere in Ireland

NB- IDA Ireland has reduced the Turnover Requirement to €300k pa from €400k pa in response to requests from potential tenderers. A min of 3 years trading is still a requirement.

IDA requires a “full service” as set out in the RFT including for example provision of interviewer + film crew, full project mgt and post production services

As Contract value is estimated to be +/- €100k pa IDA Ireland believes that a minimum required sales turnover of €300k pa for videography services is fair and proportionate and reduces the risk of supplier overdependence. Bidders are free to form a consortium and bid with another company to meet the turnover requirements.

Requirement for previous experience

3.C Experience of Previous Contracts

Using the template below, Tenderers must provide the information specified in respect of **three (3)** reference contracts that have been successfully performed by the Tenderer within the last **three (3) years** (being the 3 years immediately prior to the tender submission deadline).

The example contracts must demonstrate evidence of:

- Experience of the successful delivery of contracts of a similar scale, scope, nature and complexity to those sought under this RFT which demonstrate the level of experience and ability to meet the requirements of this RFT, along with evidence of achievements that resulted from the Tenderers involvement. Specifically, a similar contract means a contract that relates to the provision of **Videography services** that is relevant to the Services sought under this Competition.
- Having delivered some / all the requirements as set out in Section 2 (Scope) of this RFT.
- B2B (business to business) expertise examples **must** be from B2B.

Tenderers should not submit more than three (3) contract examples in response to this criterion. If any response to this criterion consists of more than three (3) contracts, then IDA Ireland will review the first three (3) only and will disregard subsequent contracts.

IDA Ireland needs a partner that can “hit the ground running” given the pace of change in the business environment we operate in.

This is unlikely to be a contract suitable for a company with limited corporate (B2B) videography experience.

Bidders should be able to demonstrate three previous contracts with three separate clients

Please ensure you can provide 3 x Business to Business Previous Reference Contracts / Examples

Scope extends beyond filming..

The scope of services required under the Framework Agreement may include but is not limited to the following:

1. **Multiple video types** (see list below)
2. **Project Management** including budget management
3. **Accessibility** – (see attached Appendix A)
4. **Subtitling**, closed captions, multilingual translations
5. **All stages of production**; Concept Development, Scriptwriting, Storyboarding, Scheduling and Coordination, Filming, On-Site Production, Video Editing and Effects, Audio Editing, Music and Sound Effects, Graphics and Animation
6. **Access to ongoing support and advice re videography matters in scope**
7. **Contract Management and Performance.**

Winning tenderer will need to support full project management of the commission including;

- Planning & Preparation
 - Scheduling & Coordination
 - Budgeting
 - **Filming & Production**
 - Post Production Editing and Versioning
 - Review and Approval by IDA Team
 - Formatting e.g. for social media
 - Digital Asset Management
- and ongoing contract management & reporting

Excellence and creativity in film direction / making is essential but will not be sufficient if the response cannot demonstrate competence in the other scope areas set out

Contract Management capability is required

Contract Management and Performance

The Successful Tenderer shall provide all of the Services required and manage the Framework Agreement in an effective, efficient, and responsible manner. The Successful Tenderer will be required to provide full support to IDA Ireland and access to telephone and email support for the duration of the Framework Agreement for specialized expert advice .

- Minimum operating hours of 09:00 to 17:00 (Irish time) Monday to Friday (excluding Irish bank and public holiday);

An essential element of the service will be regular consultation with IDA Ireland.

The successful tenderer will be required to maintain clear and consistent communication with the IDA Ireland communications teams throughout the project. This includes:

- Regular Updates on Progress: Providing frequent and detailed updates on the project's status to keep all stakeholders informed.
- Budget Management: Managing the project's budget effectively to ensure that all financial resources are used efficiently and within the allocated limits.
- Meeting Deadlines: Ensuring that all project milestones and deadlines are met to keep the project on track and within the agreed timeline

This contract could last up to 4 years - IDA Ireland needs a partner who can demonstrate a track record potential for longevity and capability to manage activity in between video projects:

Winning tender must:

- Have available a named contract manager
- Have in place robust record management
- Report regularly on activity and attend contract management / planning meetings
- Demonstrate a professional approach to invoicing and billing

Business efficiency, clear communications and a responsive contract manager is essential for IDA Ireland from our appointed videography provider

Alignment with Brand

Alignment with Brand Guidelines

All video content produced by IDA Ireland must align with the organisation's brand guidelines. This ensures consistency in messaging, visual style, and tone, reinforcing the brand's identity and credibility. By maintaining high standards of quality and professionalism, IDA Ireland can effectively communicate its value proposition and build trust with both new and existing clients. Examples are included here:

https://www.youtube.com/watch?v=fq_7L1ioPlw – This video had multiple locations around Ireland, with multiple filming days, reviews from each company

<https://www.youtube.com/watch?v=YwzYc-kGY8c>

Recorded in IDA offices over one day with internal staff members

Please ensure you watch the example video content provided and other widely available IDA Ireland video clips to understand the type of content we need to create on an ongoing basis.

Creativity is important but we must work within our brand guidelines

Post production branding is important for us to ensure compliance with guidelines and finish to a high standard

Please ensure you can provide examples of work / refer to work you have undertaken in your responses that involve working with brand guidelines

Award Criteria A – 400 marks - 3 parts

A. Approach and Methodology 400 marks available
Tenderers must provide details of their proposed approach and methodology for delivery of the services required as set out in Section 2 of the RFT.
The response should demonstrate understanding of the purpose and operations of IDA Ireland, set out the approach to quality management, and be comprehensive yet concise.
Tenderers in their response should:
(i) outline their understanding of IDA Ireland's requirements, supported by three samples of previous videography work carried out by the tenderer; (150 marks) – Please supply weblinks to no more than three examples of comparable work – total maximum duration of 10 mins
(ii) demonstrate their methodology for the delivery of the services as set out in the RFT, section 2 (Scope) (200 marks)
(iii) Set out their approach to Contract Management and Reporting (50 marks)
This will be assessed on the totality of the response.
Tenderers must limit their response to this award criterion to six (6) x A4 pages (excluding the videography samples) .
<i>Insert response</i>

- i. NB - It is tenderers responsibility to ensure provided web links work during evaluation sessions in October. No more than 10 mins max total.
- ii. Use this section to set out how you propose to engage with IDA re the requirements as set out – Core Info
- iii. See earlier slide re contract management and reporting

Remember 6 pages maximum please – be succinct. Double check links work during October

Award Criteria B – 250 marks

B. Quality and Balance of the Proposed Team 250 marks available

Tenderers must provide details of the resources they intend to provide for the duration of the contract. Tenderers must submit CVs not to exceed one (1) A4 pages for each resource proposed, clearly setting out their individual roles and responsibilities.

A minimum of 2 and a maximum of 4 CVs may be submitted here. Tenderers must nominate their proposed dedicated **Contract Manager** who will act as the main point of contact for the duration of the Framework and include their CV here. Full details of the person who will be responsible for managing client communications on a day-to-day basis and liaising directly with IDA Ireland must also be provided if not the Contract Manager.

This response should also set out how key staff absences can be covered and the tenderers arrangements regarding resourcing flexibility for increased demands. Please do not exceed a page limit of **6 A4 pages (including all CVs)**.

Please note you are required to put forward a minimum of two names with CVs and max of 4 - one being the contract manager / main point of contact

Please also set out approach to covering absences / dealing with periods of increased/ unforeseen demand

Remember 6 pages maximum please including CVs – be succinct

Award Criteria C – 50 marks - parts

C. Sustainability & Social 50 marks available

Tenderers should describe their approach to sustainability in the context of delivering the requirements and specifications set out in the RFT, providing clear and comprehensive details that demonstrate an understanding of IDA Ireland's requirements relating to the following:

- Environmental considerations linked to the subject matter.
- Social considerations linked to the subject matter.

Your response should not exceed a page limit of 2 x A4 pages.

Please set out your approach to the *delivery of the services* in relation to Environmental and Social considerations that will in turn support IDA Ireland in its ESG obligations.

Remember 2 pages maximum - 1 page each sub criterion

Housekeeping

1. Provide your response in Appendix 1, Tender Response Document. Do not amend the order of the sections.
2. Minimum Suitability Section – complete all sections in full, including signature (paste in)
3. Declarations – complete in full, including signature (paste in)
4. Tenderers Statement – must be signed (paste in)
5. Provide your costs in Appendix 2, in the format provided. Do not amend this format.
6. Give yourself sufficient time to upload your response in e-tenders. The facility closes automatically at the deadline

Any questions?

CFT: IDA IRELAND VIDEOGRAPHY SERVICES (STATUS: TENDER SUBMISSION) MY CFT ROLE IS: PO/TC +PO/OS	
TENDER SUBMISSION DEADLINE IN (DAYS/HOURS):	18/19
NAME OF CONTRACTING AUTHORITY:	IDA Ireland
STATUS:	Tender Submission
NUMBER OF TENDERS SUBMITTED:	1
TITLE:	IDA Ireland Videography Services
CFT CA UNIQUE ID:	060825
EVALUATION MECHANISM:	Most Economically Advantageous Tender (MEAT)
DESCRIPTION:	Single Party Framework Contract for Videography Services
PROCUREMENT TYPE:	Services
CPC CATEGORY:	Advertising services
DIRECTIVE:	2014/24/EU (Classic)
PROCEDURE:	Open
CFT INVOLVES:	The establishment of a framework agreement
FRAMEWORK AGREEMENT TIMEFRAME:	N/A
CPV CODES:	92111240-Propaganda video-tape production 92100000-Motion picture and video services 92111260-Information video-tape production 92111220-Advertising video-tape production 92111000-Motion picture and video production services 92111200-Advertising, propaganda and information film and video-tape production
CONTACT POINT:	IDA Procurement
AWARD PER ITEM:	No
INCLUSION OF E-AUCTIONS :	No
NUTS CODES:	
ESTIMATED VALUE (EUR):	400,000
INTERNAL ESTIMATED VALUE (EUR):	400,000
ABOVE OR BELOW THRESHOLD:	Above
TIME-LIMIT FOR RECEIPT OF TENDERS OR REQUESTS TO PARTICIPATE:	25/09/2025 12:00
DEADLINE FOR DISPATCHING INVITATIONS:	
END OF CLARIFICATION PERIOD:	10/09/2025 12:00
UPLOAD OF DOCUMENTS WITHIN THE CLARIFICATIONS:	No
TENDERS OPENING DATE:	26/09/2025 12:30

Clarification period has been extended to **Wednesday 10th Sept at 1200.** Please submit any further clarification questions before the deadline via eTenders messaging

We will endeavour to respond by Friday 12th Sept on eTenders messaging

This will allow a full two weeks for bidders to prepare and finalise submissions by Friday 26th Sept 2025

Thank you for your interest – IDA Ireland Procurement