

## CALL FOR TENDER

### Design, Branding and Events Management Agency

*Deadline for conformation of participation – 5 December 2024*

*Deadline for submitting the requested documents – 17 December 2024*

The **Party of European Socialists (PES)** is looking for a full-service **branding, design and events management agency** to support the PES communications team in communicating, promoting, organising, branding and executing events and campaigns.

The PES is the second biggest European political party, bringing together 33 full member parties from all EU countries and Norway. We have associated and observer members from Europe and beyond. The PES is represented in the European Parliament by the Group of the Progressive Alliance of Socialists & Democrats. For more details visit [www.pes.eu](http://www.pes.eu).

The PES is organising events to promote its policies in different European countries and is having its congress or council once an year in one of the EU Member countries.

#### REQUIREMENTS:

Agencies that would like to participate in this tender should be:

1. A full-service branding and events agency with a **good history** of both branding and events' management.
2. Based in a country from the European Union (an office or a representative in Belgium is an advantage).
3. Experienced in working for international clients and be able to provide English-speaking account managers, creative directors and accountants.
4. Should have experience working also for non-commercial clients: (e.g. political organisations, national or international institutions or organisations, NGOs etc.)
5. Should not have current clients that conflict with the core values of the PES.

#### AGENCY TASKS:

##### General design and branding:

- Brand strategy development and refinement
- Visual identity design and management (logo, typography, color palettes, imagery)
- Brand guidelines creation and implementation
- Marketing collateral design (brochures, presentations, reports)
- Creative concept development for campaigns

##### Event Management:

- Concept development and theme design
- Venue sourcing and logistics management
- Budget planning and management
- Event production and execution and stage management
- On-site coordination and support
- Post-event analysis and reporting

#### EVENTS THE PES HOSTS:

- PES Congress or PES Council (yearly event)
- PES conference (on various topics, 3 or less per year)
- Other events (European Council preparation meetings 4 or 5 times per year)

## SUCCESSFUL APPLICANT

**Creativity and Innovation:** We are looking for an agency that can bring fresh ideas and innovative approaches to our branding and events.

**Strategic Thinking:** The agency should be able to align their work with our overall business objectives and marketing strategies.

**Exceptional Execution:** We expect flawless event planning and execution with attention to detail.

**Strong Communication and Collaboration:** The agency should be proactive, responsive, and maintain clear communication throughout the project lifecycle.

**Measurable Results:** The agency should be able to demonstrate the impact of their work through clear metrics and reporting.

## RULES AND CRITERIA:

Agencies participating in this tender should provide the following:

1. Agency credentials (PDF file up to five A4 pages) and agency show reel (PDF, PPT, MP4, MOV) - **1 to 3 points**
2. Pricelists  
2A - Financial proposal (offer) for an agency monthly fee - **3 to 5 points**  
2B - Financial proposal (offer) for an agency fee for the agency work per event/project.  
EXCLUDING outside services (e.g. production, printing, AV, Light, Sound etc) - **3 to 5 points**
3. Rate card with agency fees per hour for creative director, art director, designer, senior copywriter, senior account manager, account manager, events manager for tasks outside the events scope - **2 to 4 points**
4. List of relevant clients and the period the agency has a working record for such clients - **1 to 3 points**

The offers and documentation submitted will be evaluated by the PES Communications Team and the PES Deputy Secretary Generals and the PES Finance department.

By submitting an offer and the required documents, the attendant accepts the terms and conditions described in the current Call for tender. Maximum duration of the cooperation described in this call for tender is 4 years.

## DEADLINES:

Agencies should **confirm participation** in the tender no later than 5.12.2024 by sending a confirmation email to [pes.communication@pes.eu](mailto:pes.communication@pes.eu) and cc to [financedirector@pes.eu](mailto:financedirector@pes.eu) with the subject "TENDER – Branding and Events Agency 2024"

Agencies should **submit their entries** (credentials, reel, offer, rate card, list of relevant clients as described above) no later than 17.12. 2024.

Agency **evaluations** will be completed by the PES team by 20.01. 2025 and shortlisted agencies will be invited for a live/online presentation during the week of 27 January 2025.

**Final results** will be announced before 15 February 2025.

For additional information, please contact [pes.communication@pes.eu](mailto:pes.communication@pes.eu) no later than 12 December 2024.

Brussels,  
19 November 2024

 [www.pes.eu](http://www.pes.eu)

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