

Invitation to tender:
Press & Social Media Management Service for
FIVB Volleyball Nations League – HK 2018

Issued by:



香港排球總會
Volleyball Association of
Hong Kong, China

Introduction:

FIVB Volleyball Nations League – Hong Kong (VNLHK) is a new international sport event that will attract over 30,000 spectators and millions TV audience in Hong Kong and mainland China. The participation of China Women's Volleyball National Team and other national teams arrests a lot of local and overseas media and results in plenty of news report. The tournament will be held from 29 – 31 May 2018 (Tuesday to Thursday) at Hong Kong Coliseum with the participating national teams of Argentina, China, Italy and Japan.

Objective:

Volleyball Association of Hong Kong, China (VBAHK) would like to invite qualified suppliers to respond to this tender invitation for the press and social media management service for the VNLHK 2018. This tender invitation sets out the requirements and the selection criteria to be used in the evaluation and provides information regarding how the tender process will be managed.

Service Overview:

Provide media & press management service for VNLHK 2018 event including items listed below:

A. Announcement Press Conference x 1 time (1.5 months before the VNL-HK)

The press conference aims at announcing the title sponsor, host broadcaster, match information, ticketing information and any other information related to the tournament.

	Description
1	Draft & prepare the rundown of the press conferences
2	Draft, distribution and follow up of bilingual media invitation.
3	Prepare media attendance list
4	Translation of press materials in English and prepare press kit (around 60 sets)
5	Attend the operation meeting with the Association
6	Writing MC script and prepare cue card
7	Brief and liaise with the MC, key officiating guests and artists (if any) about the rundown and ceremony acts of the press conferences
8	Arrangement of reception table for officiating VIPs, Guest & Media
9	Seating arrangement for officiating VIPs, Guests & Media
10	Brief officiating VIPs about the ceremony rundown and act (if any)
11	Arrange and brief photographers (appointed by the Association)
12	Draft, distribution and follow up of press release to all media
13	Prepare press coverage summary on the following day and submit press report & clippings to the Association within 3 working days after the press conference

B. Press management service for the official functions during the Tournament

	Description – Press Interviews (28 May 2018 ,15:00): <i>-This is an official press conference for media to meet and interview with team officials and player representatives before the tournament.</i>
1	Draft & prepare the rundown of press interviews
2	Draft, distribution and follow up of bilingual media invitation.
3	Prepare media attendance list
4	Writing MC script and prepare cue card
5	Seating arrangement for Officiating VIPs, Team representatives & Media
6	Preparation of name plates
7	Provide one MC who could conduct English and Mandarin translation service for press interview
8	Oversee and coordinate the whole interviews
9	Assist Host broadcaster, local TV station, press and digital media on their coverage
10	Liaise with official photographers (appointed by the Association).
11	Submission of press coverage report & clipping within 2 weeks after the press conference
	Description – Team Welcoming Dinner (27 or 28 May 18:30)
12	Reception of media during the team welcoming dinner
13	Assist the media on their coverage

C. Operation of Media Centre, press tribune, press & social media management during the Tournament (29 – 31 May 2018)

	Description – Media Centre
1	Setup the press center in the function room of HK Coliseum with equipment provided by the Association, including Broadband, Telephone lines with IDD, Fax lines with IDD, copy machine, computers, etc. Manage the working area for local and overseas press
2	Setup the press conference room with backdrop, table, chairs, audio system which are provided by the Association. Preparation of name plate and necessary tools if any.
3	Liaise with the Media Director of the organizing committee to receive and verify media accreditation requests via the FIVB online accreditation platform
4	Provision of officers (at least 3 people) to handle local and overseas press inquiries. Jointly with the VIS staff to verify the accuracy of statistical data and transmitting it to the press and TV commentators
5	Distribution of the accredited pass, press kit and vest to media during the Tournament.
6	Abided by FIVB's requirements, prepare press release of competition result for each match (total 6 matches) and send out to all local & overseas media
7	Abided by FIVB's requirements, arrange media interviews with teams' captains and coaches after each match (total 6 matches) at the press conference room.
8	Arrange flash quote interviews with players at Mixed Zone

9	Effectively managing on-site media operations, especially the good running of the Mixed Zone and the good delivery of press material both on-site and off-site
10	Liaise with Media Director and FIVB delegates about the control and coordination of media seating and shooting area in the arena
11	Briefing and coordinated with the official photographer appointed by the Association
12	Provision of one representative to attend the Control Committee & Organizing Committee meeting if needed.
Description – Press & social media management	
13	Provide a press writer(s) to handle all press materials, match previews, reviews, photo captions, quotes before or during the match
14	At least two weeks before the start of the competition, creating a press kit with short profiles for all the players of the home team, historical data of participating teams, the venue floorplan, hotel information and other related information requested by FIVB.
15	Writing (and distributing to the local media/FIVB Press Department) match previews in the day prior to the competition weekend
16	Writing (and distributing to the local media/FIVB Press Department) press releases and features during the weekend
17	Supplying social media content via Twitter, Facebook and YouTube. Respective page details must be sent to the FIVB Press Department)
18	Supplying cohesive Match Reviews and Quotes from the Mixed Zone to the VIS team/FIVB Press Department.
19	Manage the local official social media platforms including Twitter, Facebook, YouTube, Weibo, and Instagram in bilingual.
20	Supervising the prompt supply of high quality digital photos to the FIVB website according to the FIVB guidelines;(photographers are appointed by the Association)
21	Preparing a final report on media operations, press coverage report & clipping to the Association and send it to the FIVB Press Department (in digital format) within 2 weeks after the tournament;
22	Video taking at mix zone after each match and upload to social media platform.
Description – Press tribune management	
23	Manage the media at press tribune area.

Timetable:

Issue of tender documents	17 Nov 2017
Tender return deadline	8 Dec 2017, 17:00
Award & commencement of contract	on or before 3 Feb 2018

*** The committee may ask for an interview and presentation during the assessment period***

Required components of tender:

1. Package Price for consideration:

- Full service from section A to C

2. Previous Experience

- List any relevant experience your company has had in supplying to sporting events.

3. Key Benefits and Additional Services

- List any key benefits and / or additional services you can provide before / during / after event.

4. Variable cost or OOP Cost

- Please list out any related variable cost, out-of-pocket cost in the tender.

Selection Criteria (Listed in no particular order)

1. Cost of service.
2. Any additional or value added service.
3. Qualifications and Capacity.
4. Past experience and good track record

Tender Submission:

The tender shall be valid for at least 6 months from the date of the tender.

Please submit the duly completed and signed tender in a **sealed envelope** marked conspicuously **“Confidential - Tender Document for Press & Social Media Management Service for FIVB Volleyball Nations League – Hong Kong 2018”** and send to the tender box at Room 1007, Olympic House, 1 Stadium Path, So Kon Po, Causeway Bay, Hong Kong **on or before 8 December 2017, 17:00**. Email or fax submission is not accepted.

LATE SUBMISSION WILL NOT BE CONSIDERED.

Tender Response - required actions:

Volleyball Association of Hong Kong, China Limited

Mr. Ronson Chan – Sports Executive

Tel: 2771 0688

Email: ronsonc@vbahk.org.hk

Warning Clauses:

1. *The tenderer shall not and shall ensure that his agents and employees shall not give or offer any advantages as defined under the Prevention of Bribery Ordinance to any agent or employee of Volleyball Association of Hong Kong, China Limited, the “Association”. The tenderer is also prohibited from colluding with other bidders in this tendering exercise in whatever forms (e.g. price rigging). Any breach of or non-compliance with these clauses by the tenderer shall, without affecting the tenderer’s liability for such breach or non-compliance, invalidate his tender.*
2. *If the supplier/contractor or any employee or agent of the supplier/contractor shall be found to have committed an offence under the Prevention of Bribery Ordinance in relation to the tender or the contract, the Association may terminate the contract without entitling the supplier/contractor to any compensation therefore, and the supplier/contractor shall be liable for all losses and expenses necessarily incurred by the Association as the result of such termination of the contract.*

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