

TECHNICAL SPECIFICATIONS FOR THE TENDER OF REPRESENTATION SERVICES FOR THE BARCELONA CONVENTION BUREAU IN THE UNITED STATES OF AMERICA AND CANADA.

1. CONTRACT OBJECT

The representation of the Barcelona Convention Bureau (BCB) in the United States of America and Canada will be carried out through the awarded company as the "Oficina de Turisme de Barcelona en Norteamérica" (Barcelona Tourist Office in North America), promoting Barcelona as a Meetings, Incentives, Conferences, Exhibitions (MICE) destination in accordance with the following work plan:

- The North American Representative of the Barcelona Convention Bureau (the Representative) will collaborate on the promotion plan with the BCB. The preparation of the promotion plan for the following year will aim to expand the brand awareness of Barcelona and establish high-quality business relationships with key agents in North America to increase business opportunities for Barcelona.
- At the beginning of the contract, the Representative must present an annual plan, as well as trends in the MICE industry in North America, to the BCB team. Together, they will assess the appropriateness of a Representative's inspection visit to the Barcelona destination.
- Identify a minimum of 25 major corporate and incentive agencies, as well as 25 associations/OPCs, with business potential for Barcelona.
- Generate, monitor, and qualify business opportunities from the United States and Canada on behalf of the BCB.
- Research and qualify international associations based in North America, as well as American clients registered with ICCA.
- Immediately inform the BCB of any potential business opportunities and contact the BCB before following up on an active file to ensure maximum communication.
- Design and implement four email communication campaigns for qualified international MICE event organizers. This "Newsletter" will be proposed and produced by the Representative's team and sent to the BCB well in advance for approval.
- Manage social media effectively and ethically in support of the promotion of the Barcelona destination for congresses, meetings, and incentives. This includes creating relevant content based on promotion activities organized directly with the Representative and reposting BCB's posts on their social media channels (LinkedIn, Instagram, Twitter).
- Provide 12 monthly reports summarizing the activities carried out.

- Provide post-event reports for each promotional activity organized in collaboration with the North American Representative, within a maximum period of 3 weeks after the completion of the activity.

2. MINIMUM TECHNICAL REQUIREMENTS

- The Representative must be a recognized Destination Management Organization (DMO) with demonstrable experience in the MICE industry, as well as in communication and marketing.
- The Representative must have an office in New York throughout the duration of the contract.
- The Representative is expected to maintain a dedicated team for MICE promotion. It is preferable for at least one team member to be fluent in Spanish.
- The Representative exclusively represents the Barcelona Convention Bureau in the Spanish market and must obtain approval from Turisme de Barcelona to offer services to other Spanish destinations or companies in the MICE industry throughout Spain.
- The Representative should not have direct contact with any members of the BCB unless agreed upon in advance.
- The Representative must demonstrate comprehensive and verifiable knowledge of Barcelona, its infrastructure, and its positioning as a MICE destination.
- It will be appreciated if the Representative is involved in and is a member of major MICE industry associations such as ICCA, PCMA, SITE, and FICP, in accordance with section H.2 of the Specification Sheet.
- The Representative will align with the sustainability and corporate social responsibility policies of Turisme de Barcelona.
- The Representative must operate in the United States and have personnel assigned to the contract for MICE promotion in the city of New York.

3. PROMOTIONAL ACTIVITIES

- The Representative will organize several promotional activities per year in agreement with the BCB, including commercial visits (3-5 guaranteed visits per day), networking events, etc.
- The Representative and the BCB will jointly determine the number of participants required for networking events based on the characteristics of the event.
- The Representative will demonstrate flexibility in choosing dates for commercial visits according to the convenience of the BCB.
- Communication between the Representative and the BCB for the preparation of promotional activities will be ongoing throughout the entire process of appointment consolidation and logistical planning.
- The Representative will have flexibility in including meetings with clients suggested by the BCB and will adapt to the duration of confirmed appointments.

Although the final schedule may be delivered to the BCB agent at the beginning of the promotional activity, the Representative will maintain continuous communication with the BCB throughout the preparation process, providing updates on progress and the current situation. This collaboration will allow the BCB to intervene as necessary to facilitate the scheduling of new meetings.

- The Representative will communicate the destinations to be visited during the promotional activity at least 2 months in advance.
- The Representative will manage BCB's travel logistics if necessary, excluding travel arrangements from Barcelona to North America and vice versa.
- The Representative will collaborate with the BCB in planning travel logistics for promotional activities with the aim of avoiding excessive travel and costs between destinations.
- The Representative will offer the possibility of planning an additional 2 days of appointments with potential clients, three times a year, at no additional cost to the BCB (except for Representative's travel expenses) when the BCB travels to North America to attend industry events (workshops, conferences, fairs, etc.).
- The Representative will be responsible (including coordination and logistics) for any potential FAM Trip to Barcelona from North America, ensuring comprehensive management of the promotional activity.
- The Representative will bear the costs when event or promotional activity planning requires advance payments (such as space rentals, catering services, and travel logistics) and will invoice the BCB directly, without surcharges, as expenses are incurred, which must be documented.

4. DOCUMENTATION TO BE SUBMITTED

A) Administrative Documentation (Envelope A)

- Duly completed European Single Procurement Document (ESPD) in accordance with Annex 1 of the PCAP.
- Declaration of confidentiality of the offer (in the case of file review, the scope of the confidentiality criterion will be the responsibility of the contracting authority) according to Annex 2 of the PCAP.
- Commitment to providing (or, where appropriate, establishing) a Liability insurance policy to cover potential incidents in the amount specified in section G1 of the contract QC and in accordance with the model established in Annex 4 of the PCAP.
- Responsible Declaration of Technical and Professional Solvency Regarding the Personnel Assigned to the Contract, in accordance with the model established in Annex 5 of the PCAP.

This documentation is included in digital envelope A.

B) Subjective Technical Proposal (Envelope B)

- Submit a work program/technical proposal that includes:
- Description of the project concept, communication strategy, and commercial project timeline, in accordance with Clause 3 of this document, outlining the promotional activities to be carried out.
- List of the team members participating in the project with task distribution, without indicating personal data or years of experience (to be provided in Envelope C).

This document should not exceed 20 pages.

C) Objective Technical Proposal and Economic Proposal (Envelope C)

- Declaration regarding the experience of the profiles assigned to the contract (according to Annex 1 of the PPT).
- Certificates of membership in any of the MICE sector associations.
- Certificates of sustainability or internal protocol for implementing sustainable practices.
- Economic offer in accordance with the model established in Annex 3 of the PCA.

As determined in the PCAP, the inclusion of automatically quantifiable information and/or documentation (Envelope C) within the envelope related to subjective assessments (Envelope B) will result in the exclusion of the proposal from the bidding process for a breach of the duty of confidentiality of bids.

5. QUESTIONS AND CLARIFICATIONS REGARDING THE DOCUMENTATION

For any doubts or need for clarification, please submit them through the "Questions and Answers" section within the notice board of the corresponding bidding space on the Public Procurement Platform. This will provide a public, accessible response to the rest of the interested companies.

Sr. Christoph Tessmar
Barcelona Convention Bureau Director

Barcelona, on date as digitally signed

This document has been approved by the Executive Committee of the entity on November 29, 2023 according to the file approval certificate that will be published in the bidding space of this procedure, within the Contractor's Profile.

ANNEX 1. RESPONSIBLE DECLARATION OF OBJECTIVE TECHNICAL CRITERIA

(To be submitted in Envelope C).

I, _____, with ID number _____, acting as _____ of
the company _____, with tax identification number (NIF)
_____, as a bidder for the contract of _____, under
my responsibility,

DECLARE

That the company I represent has the profiles indicated as criteria for technical solvency. It is hereby declared that a work team consisting of a project manager and two other individuals with knowledge in the MICE sector is proposed.

Likewise, the company commits to the following:

The Project Manager or Account Manager has experience in the
_____ sector (above the minimum required by solvency -10 years-).

Both individuals assigned to the contract have knowledge of the MICE sector and experience of
_____.

This responsible declaration will be substantiated in the event of being awarded the present contract.

In witness whereof, I sign this responsible declaration.

Digital Signature