



Mini Competitions Creative Design, Planning and Media Buying Services

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SOP for mini competitions for creative design, planning and media buying services

The HSE entered into a framework agreement with a number of media agencies earlier this year for creative design, planning and media buying services.

The framework provides for mini competitions to be conducted where by each participant in the framework have the opportunity to put forward proposals for specific pieces of work/projects. The following protocol sets out how these mini competitions will be conducted. The mini competition will be based on a two tier basis. Tier one will be used for projects that have a budget of up to €100,000. The level of effort required to complete the mini competition proposal by the agency should be reflected in the fact that the mini competition has tier one status. Tier two will be used for projects that have a budget that is greater than €100,000 or be a multi year project appointment. Procurement should be involved at all stages of the competition

- The HSE communications lead will provide a project brief to the agencies within the framework for the mini competition. The project brief will set the following:
 - the background to the project/piece of work
 - the specifics of the work required
 - a clear indication of what should be included and addressed in the proposal (ie how much detail is required and whether creative should be included etc)
 - the budget for the project
 - time frames for the delivery of the project/work
 - the timelines submission of proposals
 - the criteria for evaluating the proposals and where possible the weightings for each element presented. Evaluation criteria and weightings may vary depending on the project. The evaluation criteria may include the following: cost, creative/quality, experience, technical know how, strategic rationale/strategy and planning etc.
 - the timelines for the evaluation
- The briefing document will be forwarded to the agencies by email to the account manager or their nominee. A representative from Procurement should be involved in the drafting of the briefing document.
- A briefing meeting to answer any questions and clarify any issues will be offered to the agencies (this can be a face to face meeting or a telephone meeting). Notes of the briefings should be held by HSE (who was there, questions and answers given).
- Once the proposals have been received, the evaluation process is entered into.
 - the evaluation group which should be made up of the project group (including service representatives as approved by the CRPG) must use the evaluation and weighting criteria as set out in the briefing document to the agencies.
 - each proposal should be reviewed in full, and scored using the evaluation criteria.
 - in some cases the proposal may not address clearly an element of the required work, if this is the case the evaluation group may ask for clarification from that proposer in writing. The questions asked must be recorded and the answers noted.
 - notes should be recorded to explain the marks given in each category of the evaluation. The notes do not need to be extensive but should allow for meaningful feedback to the agency, if required. The notes do not have to be communicated to the agencies, they are internal records, however the evaluation group may wish to communicate the documents at the feedback sessions, post mini competition award. A representative from procurement should form part of the evaluation process
- Once the evaluation group have agreed who is to awarded the business the successful and non successful agencies should be notified in writing.
- The unsuccessful agencies should be offered a debrief where they can receive feedback on their proposal (what went well and what could be improved upon). This can be done with a

face to face meeting or by telephone. The debrief meeting of unsuccessful proposers should also be recorded for the file for internal records. The debrief should be carried out with a representative from procurement present.

- Feedback from the agencies should also be recorded. Issues can be raised and addressed at any stage and in particular as part of the agency evaluation process meetings.
- It is good practice for the evaluation group to take a few moments at the end of the mini competition process to record what went well and what could be improved upon and to feed this back to the CRPG process for organisational learning purposes.