This notice in TED website: http://ted.europa.eu/udl?uri=TED:NOTICE:246824-2016:TEXT:EN:HTML

Hungary-Budapest: Communication services for CEPOL
2016/S 137-246824

Corrigendum

(Supplement to the Official Journal of the European Union, 9.6.2016, 2016/S 110-195712)

European Union Agency for Law Enforcement Training (CEPOL), Ó utca 27., 1066 Budapest, HUNGARY. Tel. +36 18038087. Fax +36 18038032. E-mail: tenders@cepol.europa.eu
Instead of

II.1.4) Short description:
[...]
The contractor may be required to perform services falling under the following groups of tasks:
B.1.3.a.1. communication activities and campaigns;
B.1.3.a.2. communications projects;
B.1.3.a.3. evaluation of communication-related activities.
II.2.4) Description of the procurement:
The purpose is to support the development and implementation of communication strategies and activities in order to ...
[...]
Under this lot the contractor may be required to perform services falling under the following groups of tasks:
B.1.3.a.1. communication activities and campaigns:
— communication advice: advise and contribute to the definition and planning of communication campaigns/activities, defining clear and measurable communication objectives, mapping stakeholders, identifying target audiences and their needs, key messages and communication channels, defining the approach for online and audiovisual products as well as social media, publications, the adequate media mix and dissemination strategy, including the identification of dissemination networks, partners and communication impact/monitoring tools as part of an integrated strategy,
— conception of media products: present innovative concepts for the design and/or drafting of the requested communication material (online, social media, audiovisual and print) taking into account the target audiences and the intended dissemination strategy,
— advertisement: buy online and offline advertising, in the press, in public places or any other support,
— social media campaigns: provide advice to plan, implement and monitor social media campaigns to promote specific activities. This includes drafting strategy documents, setting-up accounts on social media platforms and animating the selected networks,
— viral marketing campaigns: provide advice on how to organise viral marketing campaigns to promote video clips on the Internet. This includes drafting strategy documents, implementing, monitoring and assessing the impact of such campaigns,
— media monitoring: monitor media coverage of communication activities.
B.1.3.a.2. communications projects:
— rebranding project: provide advice and support to the implementation of CEPOL rebranding project, ensuring its good implementation and success,
— multimedia projects: provide advice for ad hoc projects (such as for example the development of a mobile application, a video or serious educational game) on the conception, the selection of contractor, the creation, the strategy, but also provide advice on information architecture and design, and support to development and to integration in the App Store,

— open day/15th anniversary celebration: prepare a concept, draft a strategy and a timetable, ensure milestones are met, and provide support to the organisation of the event,

— any other communications projects: provide advice and support to the implementation of CEPOL communications projects, ensuring their good implementation and success.

B.1.3.a.3. evaluation of communication-related activities:

The objective of this group of tasks is to support the contracting authority with the evaluation of communication activities. It comprises 3 types of activities:

— evaluation,

— development and implementation of small-scale evaluation tools relating to communication activities,

— technical and methodological assistance in the organisation and conduct of evaluations of communication activities.

IV.2.2) Time limit for receipt of tenders or requests to participate:

26.7.2016.

IV.2.7) Conditions for opening of tenders:

3.8.2016 (10:00), local time.

[...]

Read

II.1.4) Short description:

[...]

The contractor may be required to perform services falling under the following groups of tasks:

B.1.3.a.1. communications projects;

B.1.3.a.2. evaluation of communication-related activities.

II.2.4) Description of the procurement:

The purpose of this procedure is to support the development and implementation of communication strategies and activities in order to ...

[...]

Under this lot the contractor may be required to perform services falling under the following groups of tasks:

B.1.3.a.1. communications projects:

— communications project: provide advice and support to the implementation of CEPOL communications project, ensuring its good implementation and success,

— multimedia projects: provide advice for ad hoc projects (such as for example the development of a mobile application, a video or serious educational game) on the conception, the selection of contractor, the creation, the strategy, but also provide advice on information architecture and design, and support to development and to integration in the App Store,

— open day/15th anniversary celebration: prepare a concept, draft a strategy and a timetable, ensure milestones are met, and provide support to the organisation of the event,

— any other communications projects: provide advice and support to the implementation of CEPOL communications projects, ensuring their good implementation and success.

B.1.3.a.2. evaluation of communication-related activities:

The objective of this group of tasks is to support the contracting authority with the evaluation of communication activities. It comprises 3 types of activities:

— evaluation,

— development and implementation of small-scale evaluation tools relating to communication activities,

— technical and methodological assistance in the organisation and conduct of evaluations of communication activities.

IV.2.2) Time limit for receipt of tenders or requests to participate:

25.8.2016.

IV.2.7) Conditions for opening of tenders:

2.9.2016 (10:00), local time.
[...]