



Request for a Proposal
for Professional Association Management (PAM)
and Core Professional Conference Organisers (CPCO)
for The European Society of Paediatric and Neonatal Intensive
Care (ESPNIC)

1. BID

The European Society of Paediatric and Neonatal Intensive Care (ESPNIC) is seeking for a single company to provide:

1.1) a Professional Association Management (PAM) partner to execute the day-to-day office functions of its Secretariat and to provide administrative support and related services to its leadership (Executive Committee) and members;

1.2) a Core Professional Congress Organizer (CPCO) to manage and organize our main Congress (the main ESPNIC Congress will take place yearly (next in June 2025)). The CPCO will also be committed to any possible other ESPNIC events.

1.3) An Education Manager to develop and manage educational initiatives, including webinars, courses, and other educational programs. This person will be responsible for coordinating educational content, engaging expert faculty, and ensuring the seamless delivery of these activities

The initial contract will be on a 3-year basis with a joint review of the arrangements after the 2027 Congress.

The partner will be expected to produce and implement a business plan for the ESPNIC to identify possible ways of attracting more participants and more industry sponsors to its main congress and other events. The business plan will be subject to approval by the ESPNIC Executive Committee (EC).

The PAM/CPCO partner will be required to provide a full management service including sub-contracting based on sound market testing and value for money principles.

We invite suitable Companies to submit a short, but exhaustive letter of interest to tender for this contract by e-mail to the ESPNIC Secretary (email: secretary@espniceu) from the **31/07/2023 to the 15/08/2023**. Extensive details are not required at this stage. Further information will be eventually asked to Companies considered interesting by the ESPNIC EC during the consultation period. The process will end with an interview after the evaluation of the full proposal.

About ESPNIC

ESPNIC is one of the oldest and largest pediatric scientific societies in Europe and the only one exclusively dedicated to neonatal and paediatric critical care, that is, to sickest children affected by complex disorders needing a vital support, highly technological and complex interventions, and a multi-disciplinary emergency management. Importantly, ESPNIC is a truly multidisciplinary and multi-professional society.

The objectives of ESPNIC are:

- To promote pediatric and neonatal intensive care across the world
- To encourage the development of new treatments and technologies
- To promote multidisciplinary collaboration among pediatric and neonatal intensivists, nurses and healthcare providers across the world
- To encourage research and education into all aspects of paediatric and neonatal intensive care through annual international congresses, post-graduate training courses, consensus and regional meetings

The strategy of ESPNIC is:

- Providing opportunities to influence your specialty at a national and international level through:
- Exchanging ideas and knowledge with colleagues from different countries
- Networking with other professionals in a multidisciplinary setting
- Participating in social and educational events. The welfare of children of all ages is held in high regard.

Membership

ESPNIC has annually around 900 members.

ESPNIC has three types of membership: a) Medical members (80%), b) Nursing members (15%) and c) Allied Health Professionals (5%).

Membership comes mostly from Europe, but ESPNIC accepts members from all over the world.

ESPNIC has its own Membership Portal, provided by yourmembership.com. The portal is handled by the membership coordinator (who is hired by Kenes)

ESPNIC Education

ESPNIC has its own Educational Portal provided by Kenes (<https://edu.espniceu/>), where all webinars and courses can be found. Nonmembers can have access to the Portal. Below is the

Educational Calendar of 2022 - 2023 as it was developed by the Chair of Professional Development and the ESPNIC Education Manager (hired by Kenes)

ESPNIC Education Calendar 2022 - 2023																		
Educational Format	Q1 2022			Q2 2022			Q3 2022			Q4 2022			Q1 2023			Q2 2023		
	January	February	March	April	May	June	July	August	September	Oct	Nov	Dec	January	February	March	April	May	June
Industry-Supported Webinars	Webinar Maximo Sponsored: Interactive Case & Q&A (24/01)			Webinar Medtronic Sponsored: ECMO	Webinar: Vayne Sponsored: Topic TBD	Webinar: Chao Sponsored: Quality Improvement in NICU				Webinar: Chao Sponsored: High Fidelity Simulation in NICU care	Webinar: Medtronic Sponsored: MIV			Webinar: Medtronic Sponsored: CPR				
Non-Supported Webinars		Webinar: TBD (Cardiac ICU topic?)	Webinar: MIS-C by Septic Section (23/03)	Webinar: Aeromedical Retrieval Medicine	Webinar: Citrate Anticoagulation in pediatric CRRT	Webinar: Traumatic Brain Injury			Webinar: Neuroimaging	Webinar: Nursing	Webinar: Transport	Webinar: Delirium & Post-PICU Syndrome						
ESPNIC Nursing Virtual Journal Club	1/27/2023		Date TBD		Date TBD				Date TBD		Date TBD		Date TBD		Date TBD		Date TBD	
Online Activities						Masterclass: Basic Paediatric Septic Shock (dates TBD, between 13-17 June)				Masterclass: Advanced Paediatric Septic Shock at EAP2023			ESPNIC Research School					
Other Activities	Upload ESPNIC2021 Content to Portal	Upload ESPNIC2021 Content to Portal	Upload ESPNIC2021 Content to Portal	Philia-Supported Activity (Therapist)		MedSim-Supported Activity (Therapist)			Online Simulation Workshop: ECMO	Transport Workshop at EAP2023	Maximo-Supported Activity (Therapist)				Maximo-Supported Activity (Therapist)			
New ESPNIC Online Courses (Pharmacology, QI, CICU, Nephrology)			Tentative launch of 1st edition	Courses Open	Courses Open				Courses Open	Courses Open	Courses Open				Courses Open	Courses Open	Courses Open	
MIV Online Course (Didacticweb)			Tentative launch of 2nd edition	Courses Open	Courses Open	Courses Open			Courses Open	Courses Open	Courses Open	Courses Open			Courses Open	Courses Open	Courses Open	Courses Open
MIV Course (Didacticweb)			Tentative launch of 2nd edition	Courses Open	Courses Open	Courses Open			Courses Open	Courses Open	Courses Open	Courses Open			Courses Open	Courses Open	Courses Open	Courses Open
Evidence-Based Practice Course (Didacticweb)			Tentative launch of 2nd edition	Courses Open	Courses Open				Courses Open	Courses Open	Courses Open				Courses Open	Courses Open	Courses Open	
Nursing Course (Didacticweb)			Tentative launch of 2nd edition	Courses Open	Courses Open				Courses Open	Courses Open	Courses Open				Courses Open	Courses Open	Courses Open	
Nutrition Course (Didacticweb)			Tentative launch of 2nd edition	Courses Open	Courses Open				Courses Open	Courses Open	Courses Open				Courses Open	Courses Open	Courses Open	
POCUS Accreditation Scheme Pilot																		

ESPNIC Annual Congress

ESPNIC organises its own Congress every year. In 2024 the Congress will be held in Rome, Italy, June 10-14. In 2023 the congress took place in Athens, Greece. This year's Congress had ~800 participants. Before the 2023 Congress, ESPNIC used to organize its own standalone congress every two years and in the year between to co-organize EAPS, together with the European Academy of Paediatrics (EAP) and the European Society for Paediatric Research (ESPR).

Below are the participation numbers of the last ESPNIC Congresses:

- 2009 ESPNIC Verona – 973 participants
- 2011 ESPNIC Hannover – 724 participants
- 2013 ESPNIC Rotterdam – 1125 participants
- 2015 ESPNIC Vilnius – 760 participants
- 2017 ESPNIC Lisbon – 1166 participants
- 2019 ESPNIC Salzburg – 961 participants
- 2021 Virtual Congress – 802 participants

2. FORMAL CONDITIONS

The conditions of this tender are as follows:

- 2.1** Application does not commit ESPNIC to award a contract.
- 2.2** The successful PAM/CPCO will be expected to attend all major ESPNIC 2024 activities, at their own cost, to observe and learn ESPNIC procedures.
- 2.3** Each applicant assumes all risks for resource commitment and expenses in respect to preparing the application and for the participation throughout the inquiry process.
- 2.4** Only the complete execution of a written contract by both parties will bind ESPNIC in accordance with the terms and conditions therein.
- 2.5** ESPNIC will maintain strict confidentiality in receipt of and possession of bid responses including clarifications and communications with the applicant during the process. ESPNIC expects respondents to reciprocate.

Any clarification of these terms should be sought by email as above.

3. TIMETABLE*

**All dates may be subject to revision with notice by ESPNIC. Any changes to the closing date will be communicated, in writing, to all parties.*

3.1 Time window for expression of interest by email

From 31/07/2023 to 15/08/2023

3.2 Time window for Consultations:

From 1 to 15 September 2023

3.3 Deadline to submit the proposal:

H 12.00 of October 16th, 2023

3.4 Time window for the Interviews:

From 1 November-15 November

3.5 Announcement of the decision:

By the 9th of December 2023

The ESPNIC EC will evaluate the proposals. ESPNIC will, if necessary, contact any respondent to seek clarification of any aspect of a proposal with an interview.

Any attempt by a respondent to negotiate with the evaluators will result in their proposal being declared void. After shortlisting, ESPNIC members will interview successful respondents and the successful Company will be selected. Unsuccessful respondents will be advised of the reasons for non-acceptance of their proposal upon request.

3. HOW TO APPLY

Please send 2 copies of your proposal no later than h 12:00 of the 16th October 2023 to the ESPNIC Secretary at the following email: secretary@espniceu

The proposal should include your company name and full contact details of the person(s), to contact for an interview.

Tenders are to follow the format and sequence set out in the subsequent section of this document. Proposals are to be submitted in PDF only and should include a table of contents and pages numbered in sequence for reference. All supplemental materials, including brochures, reports etc. are to be clearly cross-referenced in the main body of the response.

Proposals must address and respond to all issues raised in this document. Innovative concepts to enhance the conference, potential for saving money, creative solutions and any unique products will

be welcome and evaluated carefully. Particular attention to ESPNIC functioning and any detail that would particularly fit the ESPNIC needs, functioning and structure will also be considered valuable.

The proposal must contain details of at least two other similar size organizations to which the Company has been contracted and would be willing to be approached for a reference.

Selection Criteria to be used in the evaluation of proposals will include (non-exhaustive list):

- Previous experience in organizing international Congresses
- Customer support staff
- Reliability and financial health
- Approach to the clients
- Financial offer
- Expertise
- Experience in working with medical industry
- Management fee structure
- Expertise in providing online services
- Specialists knowledge
- Presentation
- Availability of experienced personnel

These criteria are not in any particular order and are not necessarily exhaustive or given equal weight.

ESPNIC reserves the right not to accept the lowest quote or any tender.

4. GUIDANCE TO APPLY

There is no dedicated form to be filled but applicants shall follow the list of areas detailed in the section n.5 of this document (see below). From a practical point of view, in their application, applicants shall answer briefly and specifically provide the following:

Executive Summary: The proposal should begin with an overall executive summary, outlining the major points of the proposal and identifying any innovative pricing or service offerings. The proposal should include compelling reasons why ESPNIC should select your company. Be specific about unique service offerings, with particular emphasis on features underlined in the previous section.

In this part, please provide a rough estimate of Company's fees for the PAM and CPCO.

In addition, applicants shall pay attention to the following issues:

a) Capability Statement:

Applicants are to provide a capability statement incorporating:

- Copies of the previous two financial years' turnover
- Company ownership structure
- Capital Stock

b) Account Management:

Applicants are to outline details of the proposed staffing structure, which would be assigned to service ESPNIC. ESPNIC expects the PAM/CPCO to provide dedicated account, with the ability to enforce robust operational plans and to manage all activities as set out in the contract, include plans and/or criteria for determining the number of staff necessary to ensure smooth service and prompt response for ESPNIC.

ESPNIC expects an account manager to be identified to administer the day-to-day operations of the account and provide a primary contact point for ESPNIC.

Please note that any changes proposed by the appointed PAM/CPCO to procedures employed in the performance of the contract are to be agreed jointly. Reasonable notice must be given of the proposed changes.

Please provide a staff and organization chart for your company, indicate the route of access by ESPNIC to senior management. Applicants should make references to the following in their proposal: details of the staff who would be assigned to service the ESPNIC account, including details of their relevant experience and knowledge of ESPNIC structure and functioning, if any and the time they will devote to ESPNIC.

c) Fee Structure:

ESPNIC must be able to differentiate between the proposed offerings from service providers. ESPNIC values BOTH price competitiveness and service provision; the ultimate decision will not be based on pricing alone.

ESPNIC wishes to afford the respondents full license to propose a pricing structure for additional services as they see fit. ESPNIC's aim at this point is purely to understand pricing sufficiently to be able to make comparisons between potential providers.

ESPNIC will use this information for confidential pricing analysis and benchmarking only within ESPNIC as part of the negotiation of this contract.

Further discussions regarding pricing will take place following provider selection.

PAM/CPCO shall confirm whether the pricing structure is to be fixed throughout the duration of the contract and if not, on what basis prices will be reviewed.

d) Financial Offer

Full and clear description of financial relationship PAM/CPCO intends to establish with ESPNIC, based on all activities related to ESPNIC.

e) Quality Assurance & Management

Details about the current status of the company in relation to quality assurance accreditation and the quality control systems are to be provided in detail.

Describe your quality management systems and processes to ensure that a high level of resources and services are provided, and the actions that you propose to take if ESPNIC is not satisfied with such service or resources.

The Proposal should outline the formal complaints and escalation procedures.



5. REQUESTED DETAILS FROM THE APPLICANT

The application shall include the information for each one of the 16 following areas (please follow the order below). Additional information, infographics or any other relevant material can be submitted as appendix.

As stated above, innovative concepts to enhance the conference, potential for saving money, creative solutions and any unique products will be welcome and evaluated carefully. Particular attention to ESPNIC functioning and any detail that would particularly fit the ESPNIC needs, functioning and structure will also be considered valuable.

The proposal must contain details of at least two other similar size organizations to which the Company has been contracted and would be willing to be approached for a reference.

Services to be provided by the applicant:

- Society Services
 - i. Membership dues solicitation and collection of the annual renewal fee
 - ii. Maintain membership lists
 - iii. Schedule recurring Executive Committee (EC) and Section meetings.
 - iv. Record minutes at EC meetings
 - v. Maintain records of ESPNIC's assets, income, and expenses.
 - vi. Pay bills.
 - vii. Prepare financial reports.
 - viii. Maintain society website, including web design and graphics for upcoming events.
 - ix. Monitor and respond to society inquiries, emails and mail.
 - x. Provide monthly financial updates to Treasurer.
 - xi. Manage EC and Section nominations and elections.
 - xii. Miscellaneous administrative tasks assigned by the EC members.
 - xiii. Meet with the Presidents of ESPNIC twice per month via video conference.
- Management of ESPNIC's Education programs, including but not limited to an Annual Congress, Webinars, Podcasts, Webcasts and Newsletters
 - i. Venue selection, contract negotiation and management for in-person meetings
 - ii. Prepare proposal budgets and grant requests.
 - iii. Apply for grants and sponsorships from commercial supporters
 - iv. Coordinate agenda and curriculum development with Meeting Planning Committee

- v. Design, produce and distribute invitations, registration materials, signage, PowerPoint templates and syllabus
- vi. Design, produce and distribute monthly journal scans and quarterly newsletter to ESPNIC membership.
- vii. Develop conference web pages with agenda, description, venue information, CME information, registration information
- viii. Manage registration and confirmation for attendees and faculty
- ix. Manage faculty communications, document collection, slide collection, travel arrangements and payments
- x. Manage Annual Congress abstract submission and selection.
- xi. Manage exhibitor participation and exhibit hall
- xii. Provide on-site management of Congress.
- xiii. Manage audiovisual provider and/or production company.
- xiv. Handle expense reimbursement for faculty
- xv. Record Podcasts and Webinar Series presentations and post on members' only site
- xvi. Provide budget reconciliations and outcomes reports.

Please address:

5.1 What is the status of your professional association management company?

- Corporation
- Sole Ownership/Proprietorship
- Partnership
- Limited Liability Company
- Other (please explain)

Please also provide a brief background about your company. Please include the year your company was founded, the type of the services that you provide and the number of full-time employees. Elaborate on your professional expertise. Please tell us how your association management company is organized to serve its clients.

5.2 Please tick below services that your company offers:

- Full Administration: day to day office support
- Part-time administrative support
- Support to Board Meetings
- Membership Development
- Publications Support
- Consulting
- Strategic Planning
- Public Relations

- Communications
- Media Services
- Financial Management
- Marketing
- Program/Project Management
- Trade
- web services
- IT services
- Continuing Medical Education (CME) accreditation

5.3 In particular, please provide us with an indication of your company's ability to provide support for each aspect of the section below:

Full Administration (office and other related administrative support)

- Management of accounts and finances under the direction of the ESPNIC Treasurer
- Correspondence on behalf of the Society with the collaboration of the ESPNIC Secretary
- Support in developing and producing materials for the promotion of the Society
- Liaison with publishers of websites to ensure membership receives newsletter in a timely fashion.
- Administering the annual call for dues and maintaining a register of members and their good standing with the ESPNIC.

Executive Meeting Support

- Administrative and secretarial support for combined Executive Committee meetings and Congress planning in 2025-2027
- Administrative and secretarial support for Executive Committee meetings held alongside the Annual Congresses
- Includes booking of accommodation and activities for the Executive Committee in association with these meetings.

Membership Development

- Development of strategies to enhance ESPNIC membership

IT/Web Support/Maintenance

- Establishment and maintenance of websites for ESPNIC, which may be linked and co-hosted.
- Websites to include facilities for webcasting of training courses and conference talks as required.

Communications/Public Relations

- Attendance at Congress and manning of a booth during the Congress
- Ensuring adequate advertisement of the society and its Congresses

5.4 Please describe the scope of membership of your existing clients. Tick below accordingly:

- Regional
- National
- International

5.5 Please indicate other societies you are working with:

- Professional
- Type of industry/ies
- Philanthropy
- Other (please specify)

5.6 Please tick below which membership base of clients your company represents.

- Individual members
- Associations
- Both

5.7 Please provide a clear explanation as to how your company charges for its services and how these will be reflected into our budget.

5.8 Please provide an overview of how your company intends to staff the ESPNIC secretariat. Please include the qualifications, experience and responsibilities of the person(s) who should be working with us.

5.9 We would ultimately like to grow our organization. Please provide a brief description on how your company intends to help us.

5.10 Please provide a brief description of the proposed headquarters location for our secretariat. Please describe to us your office infrastructure, staffing and communications platforms (IT, software, phone, fax, mail, etc.). The proposed location for our headquarters office should be in reasonable proximity of an international airport. Please provide information on access to the proposed ESPNIC secretariat (train, taxi, car, etc.)

5.11 Having gained insight into the operations of our organization, please let us know how your association management company intends to meet our immediate challenges and ultimately fulfil the future goals of our association.

5.12 Please provide us with a representative list of your clients including references.

5.13 We believe that our organization is unique hence we are seeking a PAM/CPCO company that we believe could best serve our interests. What do you believe distinguishes your offerings from other service providers that are submitting a bid?

5.14 Please address the following points related to congress organization

a) Please describe your company's experience in organizing medical/scientific international congresses

b) Please describe your experience in organizing medical/scientific congresses of similar or bigger size compared to ESPNIC. Submit details and pertinent references related to the organization and operation of at least five similar congresses over the last three years

c) It is expected that your company offers proven experience in organizing medical / scientific congresses around the world, outside your company base.

Please provide at least three references with full addresses, phones, faxes, and e-mails. Reference checks will be handled in strict confidence.

d) Please describe your experience in increasing congress attendance. How is this goal achieved?

e) Please describe your experience in increasing networking opportunities at congresses.

How is this goal achieved?

f) Please describe your experience in offering educational opportunities during and after congresses. How is this goal achieved?

g) Please describe your *modus operandi* and proven experience in emergency management, e.g. how do you operate in times of strikes or major world events?

5.15 It is expected that the PAM/CPCO shall report to ESPNIC Executive Committee and will provide all services necessary for the planning, promotion, management and supervision of the congress, including but not limited to the following:

- General Coordination
- Logistical Services
- Scientific Program (including abstract handling services)
- Registration services
- Exhibition and Sponsorship Services
- Accommodation and Social Events management
- On line, hybrid and blended events

a) Provide a brief description of your ability to provide the services in the above-mentioned items.

b) Describe your Company's planning and delivery processes.

c) Please describe your Company's IT capabilities regarding website creation and maintenance. Please provide at least three links to current congress websites offering participants online registration, accommodation booking and abstract submission.

- d) Please describe your Company's experiences and track record with respect to sponsorship of congresses and exhibition management.
- e) Please describe your Company's experience in branding a congress series and/ or an association as well as identifying it's USP (Unique Selling Points).

5.16 Please provide the following details:

- a) Please describe how you provide full financial transparency regarding all financial transactions related to congresses.
- b) Please describe how you provide full financial transparency regarding all financial transactions related to the Association Management
- c) Please state whether your company can offer any pre-meeting financing and to what extent.
- d) Please describe your Company's commission policies.
- e) Please provide a rough estimate of your Company's fees for the PAM
- f) Please provide a rough estimate of your Company's fees for the CPCO:

Please provide details as to your Company's fees for the following services:

- Communication costs outside the congress
- ESPNIC Website update and maintenance
- Onsite congress management and supervision
- Registration processing
- Abstract handling
- Exhibition management
- Sponsorship solicitation
- Association Manager costs
- Education Manager costs
- Educational Platform costs
- Sponsorship solicitation
- Any additional fee not included in the previous voices
- g) Please advise what type of income you can guarantee ESPNIC from the congress.
- h) Please describe your procedures for budget development and financial collaboration with the ESPNIC Treasurer and how the correct process of collaboration is guaranteed.
- i) Please describe your Company's professional insurance coverage or any similar legal/financial protection system used by your Company