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Planning

C343/2025/2026 - Wales Conference Ambassador & Lead Generation Programme

Llywodraeth Cymru / Welsh Government

UK3: Planned procurement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-002876

Procurement identifier (OCID): ocds-h6vhtk-060527 ([view related notices](#))

Published 13 January 2026, 5:49pm

Scope

Reference

C343/2025/2026

Description

The Ambassador Wales / Llysgennad Cymru Conference Programme is a strategic initiative led by the Welsh Government to position Wales as a premier destination for international business events. The programme leverages the expertise and networks of distinguished conference ambassadors from academia and industry in Wales aligned to the Welsh Government's key sectors in industry, to attract high-value events that showcase Wales' strengths in research, innovation, and sector excellence.

Launched in 2020, the Ambassador Wales Conference Programme has played a key role in identifying strategic business events that align with Wales. The programme supports the aims of The National Events Strategy for Wales 2022-2030, which was launched in 2022, with the aim on continuing working with a range of stakeholders to further develop a varied annual portfolio of cultural, sporting and business events.

Working with local and international events owners, utilising top-class venues and natural landscapes with local authorities and communities across Wales to support events that deliver economic benefits, showcase our nation, raise our profile, and help deliver Welsh Government priorities.

Conference Ambassadors are advocates for Wales by promoting its venues, cities, and universities excellence, while also encouraging collaboration across Welsh Government key sectors in alignment with the Research Excellence Framework (REF) disciplines.

Through collaboration with selected ambassadors and an in Wales industry group, consisting of academic event leaders, destination representatives, and conference venue event managers, the programme helps identify strategically significant international conferences for Wales as lead generation. It further supports the bidding process, from initial enquiry to bid stage, provides a programme of education to support development of knowledge of bidding and hosting successful business events and strengthen Wales's global reputation.

The programme also supports delivery of the Well-being of Future Generations (Wales) Act 2015 aligning with national priorities for sustainable development, fair work, and inclusive economic growth.

The Welsh Government seeks a contractor to manage and further develop the Wales Ambassador Conference Programme which includes lead generation, when the current contract ends in April 2026. The main aims and objectives are to refresh the programme, broaden sector and relevant and dynamic ambassador engagement, strengthen Wales's position in international event bidding, foster collaboration among ambassadors, universities, and industry partners, and establish effective lead generation and bidding mechanisms that follow best practice standards to drive economic growth and raise Wales's global profile until April 2029.

Wales has an established Ambassador Wales Conference Programme in place which includes:

- An established industry Wales Ambassador Conference Programme working group.
- A well-established Pan Wales Ambassador Conference Programme of enrolled volunteer ambassadors, aligned with the key sectors identified by the Welsh Government and REF.
- A List of conference bids, including those secured and those being re-bid from 2026 onward
- An identified list of prospective conferences with leads to bring conferences to Wales from 2026 onwards identified.

- A suite of assets including representation of products and experiences to present as a destination showcase when bidding for Association events.
- An education programme in place to support industry and ambassadors with successful business events processes.
- A recruitment process to encourage more strategic ambassadors to consider inclusion in the programme.
- Effective and timely Reporting Systems in place and identification of strategic associations to meet at exhibitions and events.

Welsh Government wishes to continue with the development of the Ambassador Wales / Llysgennad Cymru Conference Programme with support of a bidder. Objectives aligned to the programme will need to include development of existing efforts including:

- An Ambassador Wales Conference Programme strategy and revised target recruitment process.
- A revised working group structure and engagement plan.
- A revised documented bidding and lead generation best practice process.
- Recommendations for a grant support scheme that distinctly aligns with the ambassador programme lead generation process and aligned to Welsh Government policies and strategies to further attract strategic international association events.
- A process for engagement with industry peers to represent Meet In Wales such as ICCA (International Conference Congress Association), ABPCO Association of British Professional Conference Organisers) and VisitBritain.
- A communication toolkit for ambassador engagement and relevant retention.

The bid response in the technical response template should include the communication methods for identifying and liaising with new ambassadors, the established Ambassador Wales working group, prospective leads to bring events to Wales within GDPR compliance and measurable outputs for successful delivery throughout the project lifetime.

Total value (estimated)

- £150,000 excluding VAT
- £180,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 6 April 2026 to 6 April 2029
- 3 years, 1 day

Main procurement category

Services

CPV classifications

- 79413000 - Marketing management consultancy services
- 79952000 - Event services
- 79411100 - Business development consultancy services
- 79342000 - Marketing services
- 79311400 - Economic research services

Participation

Legal and financial capacity conditions of participation

Will be detailed in the specification.

Technical ability conditions of participation

Will be detailed in the specification.

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Publication date of tender notice (estimated)

10 February 2026

Enquiry deadline

2 March 2026, 12:00pm

Tender submission deadline

9 March 2026, 12:00pm

Submission address and any special instructions

Suppliers bidding for Welsh Government contracts must register on the central digital platform (CDP). It is free to use and will mean suppliers should no longer have to re-enter

this information for each public procurement but simply ensure it is up to date and subsequently shared via a PDF download as part of the bid response. The CDP is available at <https://www.gov.uk/find-tender>.

The Welsh Government intends to conduct this procurement using the BravoSolution etenderwales portal:- <https://etenderwales.bravosolution.co.uk/web/login.shtml>

Please note that the release date for this tender is an estimate, the tender notice could be released as early as February 2nd 2026. A full procurement timetable will be outlined in the ITT once made available in due course.

Tenders may be submitted electronically

Yes

Languages that may be used for submission

- Welsh
- English

Award decision date (estimated)

25 March 2026

Recurring procurement

Publication date of next tender notice (estimated): 6 April 2029

Other information

Payment terms

To be outlined in the specification.

Description of risks to contract performance

To be outlined in the specification.

Applicable trade agreements

- Government Procurement Agreement (GPA)

Procedure

Procedure type

Open procedure

Contracting authority

Llywodraeth Cymru / Welsh Government

- Public Procurement Organisation Number: PQYQ-3841-BHTP

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services

Cardiff

CF10 3NQ

United Kingdom

Contact name: Joe Collins

Email: cpsprocurementadvice@gov.wales

Website: <http://gov.wales>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales