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Tender

## **DfE - Invest NI - Provision of PR and Media Relations Services for Americas, GB and Europe**

Invest Northern Ireland

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-009977

Procurement identifier (OCID): ocds-h6vhtk-0646ef

Published 4 February 2026, 1:20pm

### **Scope**

### **Reference**

ID 6170244

### **Description**

Invest Northern Ireland (Invest NI) wishes to appoint a Supplier(s) to provide PR and Media Relations services for the organisation in both the Americas (Lot 1) and GB and Europe territories (Lot 2). The PR contract activity will include PR strategy development, writing press releases or editorial content, media engagement and pitching to secure interviews, media training, sourcing third party suppliers e.g. photographers and videographers for media events for PR purposes to cover the Americas and GB and Europe regions. The PR Contract will support Invest NI Sectors and International Marketing team to promote Northern Ireland as a place to do business with and locate in and will complement the wider marketing, communications and event activity undertaken in the respective markets. Under the contract, the PR and media relations activity will include but is not limited to strategic and tactical PR activity such as media engagement, media advice, media liaison, arranging media visits, media interviews, media training drafting press releases, drafting editorial content features, press briefings, crisis

management, social media support i.e. use of influencers from the region and other PR related activities such as sourcing and or booking photographers, videographers and attending Invest NI events, if required.

### **Total value (estimated)**

- £480,000 excluding VAT
- £576,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 30 March 2026 to 30 March 2028
- Possible extension to 30 March 2030
- 4 years, 1 day

Description of possible extension:

There is the option to extend this contract for a further two years after the initial period has passed.

### **Main procurement category**

Services

### **CPV classifications**

- 79416000 - Public relations services
- 79416100 - Public relations management services

- 79416200 - Public relations consultancy services
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## **Lot 1. The Americas**

### **Description**

For the purpose of this contract, the Americas has been broken down into;

USA, Canada, Mexico, Brazil, Chile

### **Lot value (estimated)**

- £240,000 excluding VAT
- £288,000 including VAT

### **Same for all lots**

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

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## **Lot 2. GB and Europe**

### **Description**

For the purpose of this contract, the areas this refers to include;

GB, Ireland, DACH (Germany, Switzerland, Austria), France Benelux (Belgium, Netherland, Luxembourg), Nordics (Norway, Denmark), Spain, Portugal, Italy

### **Lot value (estimated)**

- £240,000 excluding VAT
- £288,000 including VAT

### **Same for all lots**

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

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## **Participation**

### **Technical ability conditions of participation**

**Lot 1. The Americas**

**Lot 2. GB and Europe**

See tender documentation

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## **Submission**

### **Enquiry deadline**

20 February 2026, 3:00pm

## **Tender submission deadline**

2 March 2026, 3:00pm

## **Submission address and any special instructions**

Tenders must be submitted electronically via the relevant Call for Tender (CfT) opportunity on eTendersNI, website details immediately below.

Paper submissions will not be accepted or considered and will be rejected by the Contracting Authority / Buyer.

The tender documents are available with unrestricted and full direct access, free of charge, at: URL <https://etendersni.gov.uk/epps>

## **Tenders may be submitted electronically**

Yes

## **Languages that may be used for submission**

English

## **Award decision date (estimated)**

3 March 2026

## **Recurring procurement**

Publication date of next tender notice (estimated): 7 August 2029

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## Award criteria

### Lot 1. The Americas

<b>Name</b>	<b>Description</b>	<b>Type</b>
AC 1 (Lot 1) - Proposed Account Manager Experience	24 percent	Quality
AC 2 (Lot 1) - Proposed Methodology	24 percent	Quality
AC 3 (Lot 1) - Contract Management	24 percent	Quality
AC 4 (Lot 1) - Drafting of by - lined article/editorial (per 500 words)	8 percent	Price
AC 5 (Lot 1) - Partner/Director Hourly Rate	12 percent	Price
AC 6 (Lot 1) - Account Manager Hourly Rate	16 percent	Price
AC 7 (Lot 1) - Administrator Hourly Rate	4 percent	Price

### Weighting description

Qualitative Criteria 60 percent Quantitative Criteria 40 percent

### Lot 2. GB and Europe

<b>Name</b>	<b>Description</b>	<b>Type</b>
AC 1 (Lot 2) - Proposed Account Manager Experience	24 percent	Quality
AC 2 (Lot 2) - Proposed Methodology	24 percent	Quality
AC 3 (Lot 2) - Contract Management	12 percent	Quality
AC 4 (Lot 2) - Drafting of by - lined article/editorial (per 500 words)	8 percent	Price
AC 5 (Lot 2) - Partner/Director Hourly Rate	12 percent	Price

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<b>Name</b>	<b>Description</b>	<b>Type</b>
AC 6 (Lot 2) - Account Manager Hourly Rate	16 percent	Price
AC 7 (Lot 2) - Administrator Hourly Rate	4 percent	Price

### **Weighting description**

Qualitative Criteria 60 percent Quantitative Criteria 40 percent

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### **Other information**

#### **Applicable trade agreements**

- Government Procurement Agreement (GPA)

#### **Conflicts assessment prepared/revised**

Yes

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### **Procedure**

#### **Procedure type**

Open procedure

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## Contracting authority

### Invest Northern Ireland

- Public Procurement Organisation Number: PLTC-4224-XGDP

1 Bedford Street

Belfast

BT2 7ES

United Kingdom

Email: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

Website: <https://www.investni.com/>

Region: UKN06 - Belfast

Organisation type: Public authority - central government

Devolved regulations that apply: Northern Ireland

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## Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

### CPD - Supplies and Services Division

Summary of their role in this procurement: Construction and Procurement Delivery -

Supplies and Services Division, is a Centre of Procurement Expertise and provides a central procurement function for central government in Northern Ireland

- Public Procurement Organisation Number: PVWG-8426-YWXV

303 Airport Road West

Belfast

BT3 9ED

United Kingdom

Email: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

Website: <https://www.finance-ni.gov.uk/topics/procurement>

Region: UKN06 - Belfast

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## Contact organisation

Contact [CPD - Supplies and Services Division](#) for any enquiries.