

Description of the organization and implementation of campaign (mock scenario 1)

The communications campaign aims to strengthen the reputation of BEREC among its stakeholders as an independent, future-orientated, European expert body with the emphasis of BEREC's achievements and contributions to harmonize the telecommunications market in the EU. The desired result is oriented towards an increase of the recognition of BEREC as the independent, future-orientated expert body, based on the defined parameters by the Contractor prior to the campaign.

Target audience – stakeholders, as indicated in the tender specification.

Budget: 50 000 EUR

Tasks:

- 1) Develop concept and the strategy of the campaign;
- 2) The timeframe of the campaign (within the limit of one (1) year);
- 3) Activities and tools to use during the communications campaign and the justification;
- 4) Number of the Contractor's staff involved, their roles and tasks;
- 5) Evaluation.

Description of organization of a single communications event (mock scenario 2)

The aim of the communications event is to raise awareness on the new headquarters of the BEREC Office in Riga, Latvia.

Target audience – media in Latvia, covering in Latvian, Russian and English language.

The desired result – the fact of the new headquarters of the only EU agency in Latvia - the BEREC Office, is reflected in five (5) different media outlets – TV, radio, printed and online press and in the social media retweeted/shared at least 50 times. At least two (2) interviews of the BEREC Office Director broadcasted on public TV/radio and on the commercial TV.

Among the other tasks:

- Conceptualize, plan, draft and manage the messages in traditional and social media;
- Organization and management of the requests for interviews;
- Media monitoring (post event) report.

Budget: 10 000 EUR

Agenda

12:00	Arrival to the BEREC Office new premises
13:30 -13:45	Opening remarks by the BEREC Office Director
13:45 -14:00	Key note speech by Latvia's president Egils Levits /Prime Minister – Krišjānis Kariņš
14:05 - 14:40	Opening of the BEREC Office new premises
14:40 – 16:40	Reception

Description of organization of a single communications event (mock scenario 3)

The communications event aims to strengthen the sense of belonging of the BEREC Office to the international organizations' community in Latvia. The main task is to conceptualize and implement the ideas for the BEREC Office participation at the annual Christmas Bazaar organized by the International Womens' Club in Latvia. Important: For this task, the Contractor shall foresee a temporary staff (3 people) to represent the BEREC Office at the event of eight (8) hours.

Budget: 5 000 EUR

Target audience: the attendants of the Christmas Bazaar

Tasks:

- 1) Concept of the BEREC Office participation at the event – goods/activities to sell for charity;
- 2) Management of the public relation and promotional activities related to the event on behalf of the BEREC Office. This might include drafting texts (newsletters, social media or other) and/or creating/adding visuals or relevant audiovisual content;
- 3) Implementation of the ideas – timeframe and the budget;
- 4) Communications tools;
- 5) Installation/arranging of the space at the Bazaar assigned to participants (max 14 m2);
- 6) Temporary staff at the event for eight consecutive hours.