



Invitation to Tender: Virtual event project manager

Summary

STEM Learning are seeking a contractor to plan and deliver two virtual online educational events – Protecting our Planet Day 2022 (POP22) and Mars Day 2023. These days are large scale online events for young people delivered through talks and activities.

1. Background

Protecting our Planet Day

Protecting Our Planet Day (POP22) is an inspiring new live streamed event for primary and secondary schools. The day will feature live talks, seminars and careers panels from innovators and experts working to tackle climate change and demonstrate a range of engaging activities teachers can carry out in their class.

The event, taking place on 10 November 2022, will be free for all and will be advertised through the STEM Learning network to all primary and secondary schools in the UK. The Climate Change Educational Partnership (CCEP) will provide experts and speakers to support the event.

Mars Day

Mars Day is an international event started in March 2021 to celebrate all things Mars. It is a virtual day of talks by speakers from the UK space industry, ESA and NASA, plus interactive activities. So far Mars Days have been held on the 18 March 2021 and the 10 March 2022. The next Mars Day will be held on the 14 March 2023.

Mars Day explores Mars with a full online programme of live linkups from people in the space industry both in the UK and internationally updating us on current and future Mars missions; STEM to SPACE Patron & Panel Sessions starring UK STEM Ambassadors working in the vast UK space industry and dedicated school sessions and activities.

In 2022 Mars Day was extended with the introduction of Mars Hour and Mars Week.

Mars Hour

During Mars Day schools are invited to host space activities in classrooms alongside schools nationwide for Mars Hour. Mars Hour runs from 11.00 – 12.01 and 36.968 seconds (a real Mars hour) during Mars Day. Schools could choose from curated Mars Hour activities or



design their own activities. Schools were also invited into venues to take part in hand on activities.

Mars Week

As part of the second Mars Day, participants had the chance to explore Mars – and beyond – during the whole week. For Mars Week the UK space industry and academia were asked to host their own Mars/space themed events across 7 days. Organisations offered to put on a range of both online and face-to-face activities including star gazing events, talks, tours, planetarium shows and much more. 31 events were held across the UK in diverse places, from large city centre museums to small rural planetariums putting on events for local schools.

For Mars Week a series of talks named the Land on a Lecture series was also organised to give students the opportunity to hear from researchers from UK universities, discussing their space and Mars research. 6 talks by researchers from UK universities went ahead as part of the Mars Week activities for secondary age students.

More information about Mars Day can be found on the [Mars Day website](#).

2. Provider requirements

The provider will provide project management for both POP22 and Mars Day 2023, working with STEM Learning to plan and deliver the events. This will include:

- Working with STEM Learning and its partners to define the POP22 and Mars Day programmes
- Scoping out and booking of venues for each event, where the main presenters will be based
- Working with event presenters to plan the delivery and timing of each event
- Reaching out to potential speakers and activity leaders and arranging age-appropriate talks and sessions
- Putting together event timetables
- Work with STEM Learning to produce event listings for POP22 and Mars Day on the STEM Learning Eventbrite account
- Work with STEM Learning to design the POP22 website (www.protectingourplanet.org.uk) and Mars Day website (<https://marsday.org.uk/>)
- Reaching out and working with partners to encourage the organisation of Mars Week events
- Reaching out and working with universities to organise a new Land on a Lecture series for Mars Day 2023
- Engage with the CCEP to ensure that the POP22 programme is aligned with the climate change agenda and the UK national curriculum and that suitable classroom resources are hosted on the STEM Learning website.

- Working with STEM Learning to put together copy for websites, emails and other communications
- Working with STEM Learning contracted designers to develop event assets
- Working with a video production company contracted by STEM Learning to deliver each event live
- Working with the [STEM Ambassador](#) team at STEM Learning to integrate STEM Ambassador volunteers into the events
- Providing any other project management support required to ensure the successful running of each event

3. Intellectual property rights

All intellectual property arising from the creation of guidance documents or videography related to the competition will be vested in STEM Learning.

4. Timeline

ITT timeline milestones

Activity	Milestone
Open, competitive Invitation to Tender issued	22 July 2022
Deadline for submission of tenders	12 August 2022
Consultant appointed	19 August 2022

POP22 schedule

Milestone	Date
All POP22 speakers confirmed	29/08/22
POP22 Eventbrite listings live	31/08/22
POP22 website complete	31/08/22
POP22 mailshot sent to primary and secondary schools (via STEM Learning)	By 30/09/22
All POP22 resources uploaded to STEM Learning and POP22 website	07/10/22
POP22 takes place	10/11/22
POP22 wash-up and lessons learned	By 22/12/22

Mars Day 2022 schedule

Milestone	Date
All Mars Day speakers confirmed	29/11/22
Mars Day Eventbrite listings live	14/12/22
Mars Day website complete	14/12/22
Mars Day mailshot sent to primary and secondary schools (via STEM Learning)	By 14/01/23
Mars Day takes place	14/03/23
Mars Day wash-up and lessons learned	By 14/04/23

5. Costing and pricing

Proposals should include a full budget plan for the whole costs, including any anticipated travel, expenses, and VAT. All costs should be clear and transparent, clarifying the number of days of each individual working on the activity that they provide.

Decisions will be based on perceived value for money, rather than the lowest cost proposal.

In the region of **£20,000** (exclusive of VAT) is available for the contract period (August 2022 to April 2023).

7. Tender content

Tenders should show, as a minimum:

- details on how the projects will be organised
- details of previous work on similar projects
- details on how the provider requirements will be met
- the timeline for organising the events
- the roles, responsibilities and brief CVs of personnel involved
- a breakdown of costs by staff and non-staff categories, equipment costs, travel and subsistence costs
- contact details of two referees
- any evidence of previous student outreach work

8. Submission and format of proposals

The deadline for receipt of submissions is midnight on the 15 August 2022.

Late submissions will not be accepted. All submissions will be acknowledged with a notification of receipt.



An electronic copy of the proposal should be received in PDF format by this deadline. This is an electronic only submission process, therefore all documentation must be submitted in PDF format as a single zipped folder if the size of the submission is greater than 10Mb.

Proposals should be no longer than 8 sides of A4 (excluding CVs of people involved) and typed in Arial size 12 font. If the proposal exceeds this limit, evaluators will be advised to disregard any information outside the limit.

Proposals with the subject line "Virtual event project manager" should be emailed to Rebecca Crawford-Richardson, ESERO-UK Project Officer, at r.crawford-richardson@stem.org.uk.

We may seek clarification or further information in respect of a submission.

STEM Learning Ltd reserves the right not to award a contract. STEM Learning Ltd will not in any circumstances be liable for any tender costs, expenditure, work or effort incurred by you in carrying out enquiries in relation to, proceeding with, or participating in, this tender.

A decision will be made as soon as possible after receiving the tenders, with a face-to-face or online clarification meeting if needed.

The successful bidder will be required to enter into STEM Learning Ltd's standard contract for services.

9. References

Tenderers should indicate the names of two current or recent customers for whom similar services have been carried out and who would be prepared to act as referees.

10. Selection criteria

Proposals will be evaluated against the following criteria, which are not listed in order of importance:

- compliance with, and understanding of, requirements outlined in this tender document
- effectiveness of the proposed methodology for undertaking the proposed activities
- clarity and feasibility of the programme of work and work plans
- relevant experience of the tendering team
- ability to meet the required timetable
- commitment to working with STEM Learning Ltd and appropriate stakeholders
- management of any existing or potential conflict of interest identified by the bidder
- realistic and appropriate budget
- value for money.

Once a decision has been reached in respect of contract award, all bidders will be notified. STEM Learning will not be obliged to discuss reasons for declining any response.



11. Enquiries

These instructions are designed to ensure that all tenders are given equal and fair consideration. It is important therefore that you provide all the information asked for in the format and order specified.

Please contact Rebecca Crawford-Richardson (r.crawford-richardson@stem.org.uk) if you have any difficulty in providing the information requested. Pre-tender negotiations are not permitted. If you have any questions relating to the requirements, then please contact Rebecca Crawford-Richardson as above. We will aim to respond to any queries within 5 working days.

If we feel that the query relates to an issue of which all prospective bidders should be made aware, we reserve the right to communicate the query and our response to all those who have requested tender documentation. If you consider any point you raise to be confidential to your own proposal, please make this clear and provide reasoning for this.

Please note the last date for the submission of any queries is midnight on the 28 July 2022.