

BRIEF: Press and PR contractor Scotland + Venice

18th international architecture exhibition, La Biennale di Venezia, 2023

About Scotland + Venice

1. Background

Architecture and Design Scotland, on behalf of Scotland + Venice is seeking a Press and PR Contractor to create, implement, manage, monitor and evaluate a Press and PR campaign for Scotland + Venice 2023.

The campaign will raise awareness and achieve a positive media profile about Scotland's representation at the Venice Biennale in 2023.

Recognised as one of the world's most prestigious festivals of architecture, the 2023 edition of La Biennale di Venezia will take place from 20 May – 26 November 2023, with previews from 18-19 May 2023.

The project is commissioned by the Scotland + Venice partnership (Creative Scotland, British Council Scotland, National Galleries of Scotland, Architecture and Design Scotland, V&A Dundee and the Scottish Government) – made possible with support from the National Lottery and Scottish Government – continuing to build Scotland's strength and reputation as an important international voice in visual art and architecture.

The main objectives for Scotland + Venice are:

- To make a critically relevant contribution to international discourse about art and architecture and generate international opportunities for Scotland's creative sector.
- To make a strong, globally relevant and distinctive contribution to La Biennale which showcases the best of Scottish art, architecture and design.
- To strengthen Scotland's reputation as an ambitious, innovative connected centre for the arts and architecture, internationally open to new ideas and partnerships.
- Strengthen public interest in and engagement with contemporary art and architecture internationally and in Scotland.
- To support the creative and professional development of students, artists, architects, curators and producers.
- To maintain and develop a proactive and progressive approach to equalities, diversity and inclusion and sustainability across the project.
- To develop Scotland + Venice to achieve best value for money with clear governance, management and reporting structures.

About the Scotland + Venice project for 2023

The Scotland + Venice partnership is in the process of commissioning a team to represent Scotland and to be put forward as a proposed collateral event. The team will be appointed in September 2022 and further details will be announced shortly.

Proposals will be in response to the [overall themes of La Biennale as set out by the curator Lesley Lokko](#). The partnership is looking for proposals that explore how good architecture

and the built environment can be more available to and inclusive for everyone creating places that are healthy, sustainable, and thriving.

The partnership is also interested in issues of diversity, community empowerment, whole place collaborations, climate change, and life in a post-Covid world.

The venue

The exhibition will take place in Venice at [Arsenale Docks, S. Pietro di Castello, 40, 30122](#). This venue was first used by Scotland + Venice in 2019, and sits between two main Biennale sites of the Giardini and the Arsenale.

It is anticipated that PR presence on site in Venice in the run-up to the public launch on 20 May 2022 will be a minimum of three days.

About the Press and PR Opportunity

2. Our Press and PR Requirements

The Press and PR contractor will be required to create, implement, manage, monitor and evaluate a coordinated Press and PR campaign, providing opportunities to raise awareness and achieve a positive profile about Scotland's representation in Venice.

The campaigns will need to highlight the Scotland + Venice project and its component parts to target audiences through recognised Scottish, UK and international publications and broadcasters, as well as special interest media outlets and online media channels.

There is a focus on building a profile for the project within Scotland and building UK and international awareness and engagement.

Project outputs

Targets and measures of success will be agreed upon in line with our Communications Strategy.

The successful Press and PR contractor will be expected to:

Press and PR: Planning

- Create a proactive Press and PR Plan on behalf of the Scotland + Venice partnership
- Support the development of messaging and briefing for participants, in collaboration with the Scotland + Venice communications group and the chosen creative team
- Identify and target approaches to international, UK national, national Scottish and local Scottish media (print, broadcast & online)

Press and PR: Launch

- Delivery of on-the-ground, pro-active and reactive Press and PR comms activity throughout the Biennale Preview week

- Commission and distribute images and press releases relating to the project in general and areas of specific interest
- Manage press trips

Wider communications opportunities

- Contribute to the Scotland + Venice social media channels during the project
- Collaborate with project partners and their Comms teams, issuing information via multiple promotional channels to drive information to target audiences
- Support the preparation of digital campaigns across Scotland + Venice channels (in collaboration with our Digital Communications Contractor)

Reporting and evaluation

- Ensure that appropriate measures are in place from the start of the project to monitor and evaluate accordingly
- Ensure continued reporting throughout the duration of the project on coverage achieved and demonstrate how success is measured on completion

Key communications objectives for this contract:

- Position the presentation by Scotland + Venice at the 18th architecture Biennale to secure significant international, UK national and national Scottish media and social media coverage of the exhibition in Venice
- Profile Scotland internationally as a centre of excellence for the development and promotion of architecture and design
- To achieve a strong impact and high visibility across digital and traditional media channels, and through PR opportunities, within an extremely busy and ever-expanding Biennale with a good level of attendance that build on previous Scotland + Venice presentations
- To attract strong critical and professional responses from within Scotland, the rest of the UK and internationally
- Promote, particularly through the Scottish press, the value of Scotland's participation at the Biennale and the impact this has on building Scotland's reputation as a creative nation
- Raise awareness of the wider activities and contributions of the project's key partners
- Raise awareness of the project's Professional Development Programme
- Promote Scotland + Venice as an established partnership initiative that provides a significant international platform for the presentation of Scotland's artists in Venice - made possible with development support and funding through Creative Scotland, British Council Scotland, National Galleries of Scotland, Architecture and Design Scotland, V&A Dundee and the Scottish Government
- Promote the project's special events, public programme, screening and touring programme and any other initiatives
- Support any plans for the project's return to Scotland

Media Targets

The contractor will be required to identify opportunities and achieve extensive preview and review coverage across recognised international, UK national, national Scottish and local Scottish media (print, broadcast & online).

Focus should be given to the following:

- UK newspapers – news/features/listings/reviews
- Architecture and Design magazines – news/ features/listings/reviews
- UK and International broadcast – news/reviews/interviews
- National Scottish newspapers – news/features/listings/reviews
- International newspapers – news/ features/listings/reviews
- Arts, architecture and design, vloggers and websites with major audience reach
- Local Scottish media – news/features
- Consumer magazines – news/features /listings
- Specialist press, bloggers and websites associated with architecture and design.

Key times of activity

We expect that the workload will fluctuate during the run of the project. We will work with the contractor to identify key moments of the campaign. Here are some of the key moments that are relevant to this contract.

- Preparation of a communications strategy (Dec 22-Jan 23)
- Identify key press and media opportunities (Jan-April 2023)
- Announcement of the project (March or April)
- Promotion and profile raising for the opening week, and handling any media/press trips to the venue (W/c 15 May 2023)
- Regular updates from the project (May – November)
- Event promotion (to be decided)
- Regular reporting (monthly)

Please note that the launch and preview week is a significant moment in the campaign and we would require that the Press and PR contractor is available to work during this time.

About you

3. Experience and Skills

The successful contractor will have:

- Proven track record of developing and delivering in the field of architecture/design/arts and/or public sector
- Experience in delivering successful high profile and international and national PR, media and digital campaigns achieving a strong impact and high visibility across digital and traditional media channels, and through PR opportunities
- Strong understanding of how their work can and should translate to a digital context
- Excellent communication skills and working within a team and across multi-partner projects
- Experience of taking a proactive and progressive approach to equalities, diversity and inclusion and sustainability across projects

- Monitoring and evaluation of the impact of Press and PR campaign and maintenance of regular reporting

About the Contract

There are **two communications contracts** supporting the architecture project: this one for the Press and PR contractor, and another focused on the delivery of Digital communications. Suppliers with the experience and skills in both are invited to apply for both tenders if they have the capacity to deliver on both.

4. Pricing

We expect the Press and PR fee to be in the price range of up to £12,000 (inclusive of VAT). Tenderers registered for VAT should indicate this in their proposal.

We expect the Press and PR contractor to be present in Venice during the opening week. The cost of travel and subsistence **should be covered by the overall contract fee**.

Costs for press trips and PR photography will be covered by a separate budget to be agreed with Architecture and Design Scotland.

If any aspects of this contract will be subcontracted, please make this clear in your proposal.

5. Contract Period

The contract will commence upon acceptance of the offer subject to the termination clauses herein. Any additional work identified during the implementation of this project that is not within this specification and time frame would be subject to agreed cost and extension of the contract.

- The Press and PR and contract period will run from November 2022 – November 2023
- The Biennale runs from 20 May to 26 November 2023
- The VIP and Press Preview days are 18 and 19 May 2023
- The opening to the public is on Saturday 20 May 2023

6. Architecture and Design Scotland Contract Management

The contract will be managed by Architecture and Design Scotland who will be responsible for oversight of the contract. The contract will be subject to our standard terms and conditions.

The Architecture and Design Scotland Communications Manager will be the main point of contact for the project and will be responsible for the day-to-day liaison with the contractor.

Project Management

The project is led by the Scotland + Venice Architecture Steering Group including members from Creative Scotland, Architecture and Design Scotland, V&A Dundee, the Scottish

Government and British Council Scotland. Tenderers will be required to attend a minimum of four steering group meetings.

Scotland + Venice has a Comms Working Group. Tenderers will be required to attend a minimum of seven meetings.

The contractor will be expected to:

- Create and disseminate all Press and PR materials and assets (press announcements) and undertake project management, including risk management on behalf of the client
- Establish regular reporting procedures with the client, identifying the decisions which require client approval and introduce procedures to obtain those approvals
- Work closely with the client, partners and other contracted organisations to ensure consistency of data collection methods and reporting
- Work closely with the digital contractor ensure a coordinated communications campaign

How to apply for this opportunity

7. Tender Requirements

Register your interest

If you are interested in tendering for this opportunity you are invited to email contracts@ads.org.uk by 7 October.

Submit questions

We also invite you to ask any supplementary questions for clarification to help you complete your proposal. Please submit your questions by **7 October 2022**.

All questions (anonymised) and answers will be added to the website.

Application

If you would like to apply for this opportunity, please submit a proposal to include the following:

Approach

- A high-level recommended creative approach and methodology for the Press and PR contract (max 750 words)
- A rough timetable outlining key activity
- A topline outline of key targets for press and social media and how you will achieve them

About the contractor (experience and credentials)

- Details of previous experience relevant to the current tender including international media (max 750 words)

- Details of previous experience working across a large project team with multiple partners and stakeholders
- A short CV and details of two referees

About the contract

- A full breakdown of costs (incl VAT)
- A statement confirming that the work can be undertaken on time and within the quoted budget
- A statement confirming that there are no known issues in terms of potential conflicts of interest, should there be any and your ability to prioritise this project. If you suspect there may be conflicts of interest issues, these should be made clear
- Arrangements for project management and progress reporting
- If any aspect of the work will be subcontracted, full details must be provided

Selection criteria

Your proposal will be evaluated on the following points:

Selection criteria	
Approach	35%
Experience and credentials	35%
Value for money	30%

8. Timescale

The timetable for the tender process is set out below.

Timetable of Events	
Tender issued	28 September
Register your interest	7 October
Q & A period	Submit questions by 7 October Answers shared by 11 October
Tender closing date	24 October (18:00)
Evaluation	25-28 October
Clarifications (if required)	
Interview date	2 November /9 November
Contract award	11 November
Two-week cooling off period	Ends 25 November
Assignment start	December 2022 (to be negotiated)