



Public relations agency - Request for proposal (rfp)

About 5TONIC:

5TONIC was initiated by Telefónica and IMDEA Networks Institute with a clear vision to create an open research and innovation ecosystem laboratory in which industry and academia come together to boost technology and business innovative ventures. The laboratory promotes joint project development, joint entrepreneurial ventures, discussion fora, events and conference sites, all in an international environment of the highest impact. 5TONIC serves to show the capabilities and interoperation of pre-commercial 5G equipment, services and applications, by leading global companies in the 5G arena. The laboratory was recently awarded Digital Innovation Hub status by the European Commission.

Current members of 5TONIC are Telefonica, IMDEA Networks Institute, Ericsson, Intel, CommScope, University Carlos III (Madrid), InterDigital and Altran. 5TONIC collaborators are ASTI, IFEMA, Rohde & Schwarz, Luz WaveLabs, Saguna Networks, Celling5G, Innovalia and UTEK. Nokia Bell Labs is a 5TONIC Gld Collaborator. Shortlisted to join is also Siradel.

Purpose of the RFP:

Since its creation in 2016, 5TONIC has been increasingly ramping up its operations and collaborating with industries to trial cellular 5th generation use cases. These collaborations, together with increasing public interest in the evolution of 5G has raised the profile of 5TONIC. The association requires regular professional assistance to manage its public relations agenda and promote its brand.

Conditions:

5TONIC will award the contract to a communications agency or private consultant (in the following agency) for a period of 1 year, starting July 1, 2019.

The contract will have a minimum duration of 12 months, with possibility from either party to stop the collaboration without necessary cause with a minimum of 30 days' notice.

Additional costs that may be incurred by the agency for the support of its activities, like travel costs, will be invoiced, once approved by the 5TONIC management, on a per case basis.

The contract will be signed between the agency and IMDEA Networks in representation of 5TONIC Open 5G Lab and will comply with the regulations established by Spanish law for contract for public institutions.

Budget:

The budget is fixed, at €1,200.00 per month plus applicable taxes.

Scope:

- ✓ The agency will submit for approval a communications plan for July 2019 – July 2020.
- ✓ The agency will draft, seek approval and distribute press releases.
- ✓ The agency will reach out, organize briefings with specialized media and analyst community.
- ✓ The agency will maintain and organize the editorial planning for press release, media outreach, social media.
- ✓ The agency will manage the social media accounts ([web site](#), [twitter](#), [LinkedIn](#), [YouTube](#)), will follow usage statistics and will compose follow-up reports



- ✓ The agency will coordinate agenda, approvals and PR related matters with the 5TONIC communications committee and their respective PR counterparts in the member companies.
- ✓ The agency will draft editorials, blog posts and articles as needed and as per the communications plan.
- ✓ The agency will help in the preparation and layout of whitepapers and infographics.
- ✓ The agency will help in the preparation of simple videos for 5TONIC web site and YouTube channel.
- ✓ The agency will help in the organization of media events (industry plugfests, conference speeches, press conferences...)
- ✓ The agency will manage and maintain the 5TONIC brand and its visual guidelines.

Selection process:

The agencies that want to participate in this RFP process will supply a written document by the date indicated below, stating their compliance to the scope points indicated above. The document may also include information specifying any relevant experience of the agency (if possible, including references and short CVs), as well as any proposal for improving 5TONIC communications.

The decision for selecting the agency will be based on the compliance to the scope objectives of this RFP, the economic offer and the evaluation of the additional information received.

The companies interested in participating are invited to acknowledge their intent to communications@5tonic.org before **June 8, 2019**.

The participants are invited to send their proposal before **Friday, June 14, 2019** to communications@5tonic.org

The winning company will be notified before **June 21, 2019**.

Work would be expected to commence in **July 1, 2019**.