Media Monitoring and Evaluation and Related Services
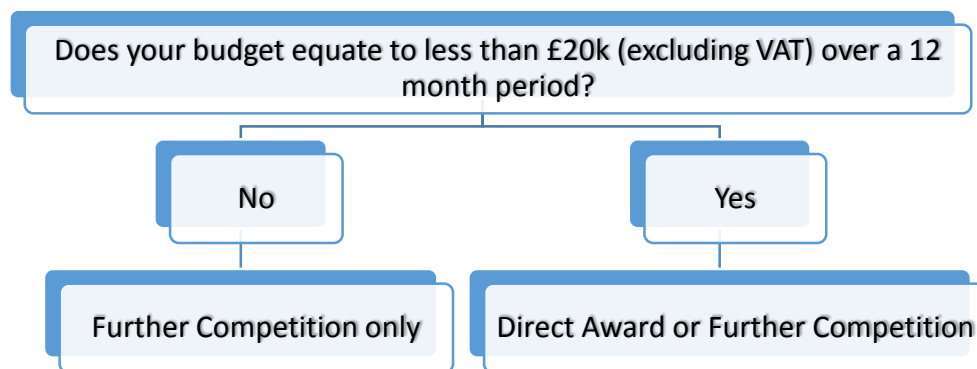
RM3708 Direct Award Guidance

Contents

Direct Award Process

Customers have two options when calling off from RM3708 Media Monitoring Framework Agreement:

1. Further competition (you can find more information on this process [here](#))
2. Direct award

When using the direct award call-off option please ensure to follow your organisation's internal policies and procedures – it is your responsibility to keep an audit of how your decision to use direct award was reached. This decision is down to customer discretion, and so you must be satisfied that you are selecting the best value route.

How do I know which call-off option to use?

Does your budget equate to less than £20k (excluding VAT) over a 12 month period?

No → Further Competition only

Yes → Direct Award or Further Competition

Scenarios:

1. Customer has £100k budget over four years. Year 1 spend will be less than £20k. The customer cannot use direct award as they have forward visibility of spend and the average per year is over £20k.
2. Customer has a one-off requirement with a budget of £30k. The customer cannot use direct award as the spend is over £20k
3. Customer has a requirement for two years with a budget of £40k. The customer believes they will spend 2/3 of their budget in the first year. The customer cannot direct award as they will be spending over £20k in a 12-month period.
4. Customer has a one-off requirement with a budget of £20k or less. The customer can use the direct award process.

This document provides guidance on using the direct award process. Customers can make a direct award when they are able to demonstrate that a particular service represents the best value without going to further competition.

Inappropriate use of direct award is viewed as a serious breach of procurement rules and is likely to result in the contract being declared ineffective and the imposition of severe sanctions under OJEU procurement rules and regulations.

Direct award is intended as a call-off option for customers using this agreement with requirements that are low value (under £20,000 per annum excluding VAT).

Direct award is not a route for bypassing competition. It still requires you, as the customer, to evaluate bid responses from the framework suppliers to identify if a direct award is possible and whom it should be made to.

Direct award eliminates the option for any further reductions in price. The price quoted on rate cards are the prices you will pay. Pricing schedules can be downloaded from CCS eSourcing suite. Prospective customers can register for the CCS eSourcing tool by following this link: http://ccs-forms.cabinetoffice.gov.uk/using-esourcing-suite-0. For further guidance on downloading pricing please click here.

How to use this Direct Award Pack

This pack contains details of the non-price information (questionnaire responses) received from Suppliers via the ITT for RM3708. The information contained within this document should be used for the purposes of identifying the most suitable supplier to direct award a call-off for your requirement.

Before using this direct award pack you may find it useful to read our customer guidance notes – they can be found within the documents tab on the Media Monitoring webpage - http://ccs-agreements.cabinetoffice.gov.uk/contracts/rm3708

To award by direct call-off you should:

1. Firstly determine which Lot is most appropriate for your requirements then identify all suitable suppliers for your requirement (i.e. all suppliers in the Framework Lot under which you wish to contract – set out in section 2 below). Please note you may not select suppliers on the basis of the optional Lot 1 services that they might offer.

2. Notify the suppliers to make them aware that they are being considered for a direct award. Contact details for all suppliers can be found on our website.

3. Create an evaluation plan to outline:

    1) The conditions for participation – i.e. that they are suppliers under Framework RM3708 Media Monitoring Lot 1 / Lot 2.

    2) Evaluation criteria – i.e. the price / quality weighting, scoring criteria and maximum scores per question, and a scoring matrix to explain what constitutes a high / low score.

    Evaluation Plan Example 1

Evaluation Criteria*	Weighting %
Quality Criteria 1	20
Quality Criteria 2	20
Quality Criteria 3	20
Price	40

    Evaluation Plan Example 2

Evaluation Criteria*	Weighting %
Quality Criteria 1	20
Quality Criteria 2	20
Quality Criteria 3	20
Quality Criteria 4	20
Price	20

    *Evaluation plan examples are for illustration purposes only. Quality / price criteria should be weighted and defined according to your requirement i.e. crisis management / project management / account management etc.

Scoring Matrix Example

Score	Competency
	The Potential Provider's response has fully addressed all 4 of the component parts of the Response Guidance above demonstrating their full ability to meet the Requirement.
	The Potential Provider's response has only fully addressed 3 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
	The Potential Provider's response has only fully addressed 2 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
	The Potential Provider's response has only fully addressed 1 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
	The Potential Provider's response has NOT fully addressed any of the 4 component parts of the Response Guidance above, demonstrating limited ability to meet the Requirement or no ability to meet the Requirement OR A response has not been provided to this question.

3) Process – for Direct Award you will need to evaluate all supplier bids according to your evaluation criteria and notify all suppliers when a decision has been reached. All suppliers who have been evaluated will need to be informed whether they have been successful or unsuccessful.

The plan should be created and approved within your organisation. The evaluation plan cannot be changed once it has been issued, so you must ensure it is acceptable and compliant with Public Procurement Regulations. CCS can review your evaluation plan if required.

4) Evaluate the non-price information data provided within this pack (sections 4 & 5) against each of the award criteria for each supplier, using your evaluation plan and the weighting (totalling 100%) that best reflects your circumstances and requirements. The original scoring criteria has been included in section 4, you may choose to amend the maximum scores available for each question, within the range limits set out in section 3 below.

5) Award to the supplier with the most economically advantageous offer, represented by the highest overall score.

6) If the supplier with the highest overall score cannot fulfil your requirement then you should move on to the next highest scoring supplier until the requirement is met.

Please note – Direct Award may not be suitable for some services provided by suppliers through the Media Monitoring Agreement as the costs exceed the Direct Award threshold – mainly where there are fixed monthly fees.

1. Framework Suppliers

The suppliers on this framework are:

Supplier	Lot 1				Lot 2
	Core Services	Optional Services			
		Journalist Contact Database	Forward Planning Database	Automated Evaluation & Analysis	
Press Data Ltd	●	●			
Precise Media Monitoring Ltd	●	●	●	●	●
Gorkana Group Ltd	●	●	● *	●	●
PRIME Research Ltd	●				
Runtime Collective Ltd					●
LexisNexis Butterworth					●
Meltwater (UK) Ltd					●

Gorkana Group Ltd.'s Forward Planning Database is only available in conjunction with the Journalist Contact Database

2. Direct Award Criteria

The following criteria and weightings shall be applied to the Framework Suppliers' compliant tenders submitted through direct award.

Lot	Criteria	% Weighting range
1	**Quality** (account management, crisis management, and the proposed approach to the delivery of the required Core Services).	60% - 80%
	Price	20% - 40%
2	**Quality** (account management, maintenance and improvement of the tool, set-up and configuration of the Tool, functionality of the Tool, and Supplier approach to Contracting Body training and Tool optimisation)	60% - 80%
	Price	20% - 40%

3. ITT non-price information

The questions asked of suppliers during the Framework tender are set out below. For questions relevant to call-off, Suppliers' Tender responses are included in this pack, to allow you to evaluate suppliers for direct award.

Section D – Optional Services – Lot 1 only – were not evaluated at framework level. The responses to these questions were for information only.

Section	
SECTION B – FRAMEWORK SPECIFIC QUESTIONS – LOT 1 ONLY	
AQB1	Resource and Account Management
AQB2	Human-Driven Evaluation and Analysis
AQB3	Press Monitoring
AQB4	Social Media Monitoring
AQB5	Online Monitoring
AQB6	Broadcast Monitoring
AQB7	Crisis Management
SECTION C – FRAMEWORK SPECIFIC QUESTIONS – LOT 2 ONLY	
AQC1	Resource and Account Management
AQC2	Maintenance and Improvement of the Tool
AQC3	Set Up and Configuration
AQC4	Functionality
AQC5	Contracting Body Training and Tool Optimisation
SECTION D – OPTIONAL SERVICES – LOT 1 ONLY	
AQD1	Optional Services – Journalist Contact Database
AQD2	Optional Services – Forward Planning Database
AQD3	Optional Services – Automated Evaluation

Selection Questionnaire Section A – Mandatory Questions

These questions related to Framework management, and are not relevant for Call-Off.

3.1. Selection Questionnaire Section B – Framework Specifics – Lot 1 Only

AQB1 RESOURCE AND ACCOUNT MANAGEMENT

The Authority requires the Potential Provider to demonstrate their ability to provide effective resource and account management to Contracting Bodies in Lot 1, as set out in section 12 of Attachment 9 Framework Schedule 2 Part A, which would ensure the appropriate skills and expertise are available at all times regardless of fluctuations in demand ("the Requirement")
Please outline your approach to resourcing and account management and the processes you will have in place which evidences how you will provide effective account management to Contracting Bodies to ensure that the appropriate skills and expertise will be available at all times; to manage varying Contracting Body requirements; and manage fluctuations in demand during the lifetime of the Framework Agreement and awarded Call Off Contracts.

AQB1 Response Guidance
All Potential Providers submitting a Tender for Lot 1 must answer this question. Your response should clearly demonstrate your approach to providing effective resource and account management to Contracting Bodies – your response must include:

1) Your proposed resourcing structure to deliver all of the Core Services and Mandatory Service Requirements.

2) The process you would use for allocating support resource to individual Contracting Bodies, including providing a named contact for day to day queries and ensuring that there is a contact for Contracting Bodies out of normal working hours.

3) With reference to your proposed resourcing structure, describe how you would ensure the account management process will support the variable sizes and scope of Contracting Body requirements to ensure the requirements of all Contracting Bodies are met.

4) Your approach to managing peaks in demand under this Framework Agreement to ensure that all Contracting Body requirements are consistently met without any impact to the quality of service. Responses should be limited to and focused on the specific question posed. Potential Provider's should refrain from including generalised statements, information not relevant to the topic and information related to marketing of your organisation. Attachments and additional documents will not be taken into account.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the points

in this Response Guidance in the order they are listed above and highlight which point (1 to 4) you are responding to.

Marking Scheme	Evaluation Guidance
100	The Potential Provider's response has fully addressed all 4 of the component parts of the Response Guidance above demonstrating their full ability to meet the Requirement.
75	The Potential Provider's response has only fully addressed 3 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
50	The Potential Provider's response has only fully addressed 2 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
25	The Potential Provider's response has only fully addressed 1 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
0	The Potential Provider's response has NOT fully addressed any of the 4 component parts of the Response Guidance above, demonstrating limited ability to meet the Requirement or no ability to meet the Requirement OR A response has not been provided to this question.

Supplier Responses AQB1 Resource and Account Management

Gorkana Group Ltd Response - AQB1

(Please note that responses to all sections AQB1-7 address both the relevant attachment 9 specification requirements and the specific highlighted 'Points' in the Attachment 3 guidance notes.)

Point 1: Gorkana places a considerable emphasis on customer support and we are proud to be Investors In People accredited across our organisation, unique in media intelligence. We have the largest customer support team in the industry, aligning specialist teams across the business (eg production is specifically aligned with client services) to ensure expertise by sector.

Points 1&2: Gorkana's goal is to be an extension of your team and it is this level of understanding and consultancy that is unique to Gorkana. The current (and proposed) CCS framework service is managed by the Head of Public Sector and Not-For-Profit services, Alex Hunter, who has overall responsibility for making sure that the services run to an exceptional standard. Alex has 15 years' experience in media intelligence, including 4 years managing the incumbent CCS Press Cuttings Framework. Alex is backed by a large team of experts from each business area who work with your account; this includes account managers for all services (monitoring across media types, social media and analysis plus optional database services.) Each framework customer will have a named Account Director (commercial and relationship lead) and named support staff in each area of the operation, who are all contactable directly but also via one central e-mail address per client to easily reach the whole team, ensuring that you get the quickest response possible. All account managers are in turn part of wider teams who cover calls and emails in the event of absence to ensure fast response.

Points 1&3: All services offer the flexibility to amend the service specification to match changing requirements and differing scope of work. This can be done at extremely short notice with the vast majority of changes made on the same day. Aligned group customer support ensures all aspects of your integrated service work harmoniously and sector specific teams share knowledge of the unique pressures and issues affecting the public sector and not-for-profit customer base. This allows us to make recommendations based on insight and experience to give the best possible service, taking into account the disparity of requirements across the framework client base in terms of size, scope, budget and complexity.

Gorkana has a dedicated training team with a remit to optimise the user experience and ensure all users on a service remain up-to-date with the latest developments and are getting the most from the service. The Gorkana Academy offers modular training to confirm expertise and we provide training sessions on both a group and an individual level across all services, whether remote or face to face. We also offer a huge amount of training collateral on our dedicated website and YouTube channel.

Points 2 &4: Office based account support runs from 07.00 to 18.30, with additional out of hours support from duty officers in the evenings and at weekends. Framework clients will also have 24/7 contact details for the framework manager and Account

Director in the event of an emergency, who will either resolve any queries directly or delegate as appropriate on your behalf. Additionally, night shift management will attend to any urgent enquiries, liaising with any client service personnel as required and providing 24 hour support for any eventuality.

Point 3: Gorkana service support is both proactive and reactive – whilst we respond to client queries continuously, your support team actively seeks to provide proactive suggestions for driving the services forward, based on knowledge of the sector and regular updates regarding service and industry developments. For example, monitoring support helps provide guidance regarding subtleties affecting NLA license renewal, contextualisation options regarding volume fluctuations or brief clarification in the event of unusual breaking news.

Our social teams offer a range of support services to help digital teams better understand their environment and constantly review services in the light of results and developing communications objectives.

Gorkana appreciates that requirements differ between size and type of organisation, even within the framework client base (eg central department vs small ALB or charity) and our approach needs to accommodate different comms priorities, budgets and agendas.

Points 3&4: Gorkana Account Managers will seek regular service reviews with clients to ensure all parties are kept up to date on the latest developments affecting the service. These will include service optimisation/refreshing scope, changes to service, budget planning, training updates, industry news and all due consultation to ensure Gorkana services reflect the latest communications priorities for each client. In addition, reviews take account of the sector as a whole, helping clients understand their peers to see if liaison or aggregated services opportunities may be viable (eg if one government body suggests tracking a service already in place for another.)

Point 4: Our public sector and not-for-profit team operates on a buddy system with other sectors, as well as a shift rotation system for key production and support personnel. This ensures that we have the necessary expertise to deliver an exceptional service under any circumstances, including holiday, illness or increases in coverage either at a client or industry level. Staff are continuously trained as part of our Quality Assurance measures and due to the aforementioned structure, personnel can be managed seamlessly to ensure continuity of service. For example, during last year's UK flood related news, Gorkana's Home Affairs Team were quickly bolstered by buddy teams whose news volume was not so prevalent at that time. Gorkana is vastly experienced in reacting to the news agenda and subsequently adjusting the staffing resources for each sector team.
We also have agreed processes and procedures for setting up remote and home working for both production and customer service staff.

Along with IIP accredited training, Gorkana applies Six Sigma quality assurance processes throughout its services, with a continuous feedback loop between sector-driven account support and production to ensure accurate, relevant content. We use a disciplined, data-driven approach and methodology for eliminating defects in any process - from production to transactional and from product to service.

To this end, Gorkana has been using COPC Standards as a benchmark of service delivery since 2008, one of the most rigorous measurement systems in the customer service industry. It provides a high performance set of global best practices and benchmarks that increase service quality and customer satisfaction, using Standard Operating Procedures (SOPs) in customer service operations to manage accuracy and quality across all services and varying client requirements/peaks in activity.

Finally, as part of effective management, Gorkana takes business continuity extremely seriously and continues to make significant investments in disaster planning and support. All Gorkana application and data servers are hosted in SunGard High Availability Hosting data-centres in Docklands and Hounslow, with access to considerable offsite office space to ensure continuity of service regardless of circumstances. SunGard is a word class service provider in this field with 25,000 customers in 70 countries. with a highly secure and reliable environment with dual generator back-up power supplies (guaranteeing 100% power availability), redundant cooling and environmental services.

Gorkana has the largest and most scalable support team in the industry and continues to place human review and client care at the centre of its operations. We have supported a growing existing framework for press monitoring between 2011 and 2015 and all working methodologies ensure that we are well placed to cover for considerable extra demand on the services.

Precise Media Monitoring Ltd Response - AQB1

Employing 550 staff and working with 2,500 clients, ensures that we are able to draw upon a deep pool of industry expertise and skilled account management. Our scalable approach and structured resourcing will accommodate fluctuations in demand during the lifetime of the Framework Agreement, whether through additional contracts or increased media activity. On this basis, we confirm we have the appropriate skills and expertise to manage varying Contracting Body requirements and meet the Mandatory Service Requirements within Lot 1, as set out in Section 12 of Attachment 9.

Resourcing Structure:
We operate the largest and most experienced Account Management department in the industry that includes a team of 20 staff dedicated to the on-going management and day-to-day support of our public sector clients. We therefore understand the pressures faced by public bodies and will organise and resource our operation to meet these needs. We will create a Dedicated Framework Unit from our existing team, overseen by a Sector Head and reporting to our Managing Director, and scale this unit as required. We appreciate that Contracting Bodies of different sizes and remits will have differing support and service needs and will take a segmented approach to ensure that Contracting Bodies with differing requirements are appropriately addressed.

Over 250 staff will be involved in the direct delivery of our core services, and we will maintain our ability to scale the business as required. In addition, all 150 of our media analysts are based in-house ensuring that the quality of our evaluation work is to the highest level. We are the only provider to offer Contracting Bodies proven expertise across all areas of the service requirement in terms of media monitoring, analysis, social media, journalist database and forward planning services. We have achieved and retained our ISO9001 quality assurance standard based on the quality and reliability of our people, systems and support.

We will run initial briefing sessions for each Contracting Body to understand specific requirements and communications strategy, with regular update sessions throughout the contract term. We will design and implement a service plan to show how we will meet specific needs from the outset. This approach means we will effectively plan staff allocation for each service according to the scope of requirements. As standard we will propose a pilot stage for each new service in order to establish requirements and identify any potential challenges to be addressed.

Contracting Bodies will be supplied with a full biography of the Dedicated Framework Unit staff, with their contact details being posted online. These staff will have at least 18 months experience of servicing key public and private sector clients, including the Cabinet Office, BBC, NHS, NAO, ECB, EU and Scottish Government. We will also provide expert support to enhance each service, including Client Consultancy for on-going training and an in-house NLA/CLA copyright expert.

Furthermore, given the critical nature of our relationship with Government, senior management will be on hand to ensure the best possible level of service and innovation are employed.

Named Account Managers 24/7 Support
We confirm our ability to respond to any query promptly and in line with specified SLAs. Each Contracting Body will be assigned a named, experienced Client Service

Manager from our Dedicated Framework Unit, a named experienced Evaluation Account Manager and a named, experienced Account Consultant with commercial responsibility for each account.

The Client Service Manager will be supported by the Sector Head of the Dedicated Framework Unit, to oversee the quality and consistency of services, working directly with the Contracting Body during key periods of change or heightened media activity. The Evaluation Account Manager is supported by analysts who specialise in evaluating media coverage for public sector clients such as the National Audit Office and the Scottish Government.

Our Evaluation Account Managers are also experienced consultants who will offer relevant and innovative recommendations to ensure Contracting Bodies maximise the value and outcomes of evaluation services.

The Account Consultant will be the senior escalation point for the account and will work to develop the service as needs change over time. We employ a stringent escalation process to ensure that we are addressing any requirements that are identified within the Management Information reports or from direct user feedback, proactively seeking to solve these before they become an issue.

The Dedicated Framework Unit team members will be available within office hours from 06:00 to 19:00, seven-days-a week and contactable via phone and email by the Contracting Body outside of normal working hours (18:00 to 09:00 Monday to Friday and 24 hours a day at weekends). Each Contracting Body will also be provided with the email and mobile number of their Account Consultant to contact outside of working hours. Formal training processes are in place to ensure the team are operating at the highest possible level.

Support Scope:
We will set KPIs to identify and manage account management performance. Specific examples include The Environment Agency where stringent service levels are set and reported on a quarterly basis. We will work with each Contracting Body to refine these KPIs to best suit their needs. Our services are built and refined upon client feedback and suggestions and innovation sessions are held to encourage participation in this process.

To ensure quality and consistency of service, we have specific internal KPI's which include: responding to queries within one hour, responding to urgent queries within 15 minutes, proactively contacting or meeting a client on a regular basis to confirm service needs are being met and to discuss any additional services.

We note the need for Management Information reports to support the CCS throughout the Framework agreement and we can deliver these. Our internal SalesForce and client management tools record all client interaction, requirements and processes to ensure that, should demand for greater resource be required, experts in each field can be seconded to support additional workload. We can confirm we have robust structures and processes in place to effectively manage peaks in Contracting Body demand for the services to ensure their requirements are consistently met without impacting the overall quality of the service.

Consistency & Quality of Service:

The structure of our teams allows us to respond to crisis situations: providing 24/7 support, vigilant monitoring of news and social content to spot abnormalities, ability to dedicate staff according to the needs of a press office and produce additional services as required. We can provide: breaking news alerts, ASAP analysis reports, key influencer lists, social media tracking and broadcast transcripts. Examples of our crisis work include the recent horse meat scandal, airline emergencies, weather extremities and financial scandals.

As standard, ahead of any known activity and each weekend, we will proactively contact the Duty Press Officer or appointed team member of each Contracting Body to check on any breaking news or any other developing requirements. Our account management and client services philosophy is to meet and exceed expectations and our work with multiple clients in the public and private sectors underlines our commitment to this. We regularly seek feedback from our client base and client satisfaction scores consistently rate our customer service and support as above average or excellent.

We will continue to review the structure of our business in order to adapt to the changing needs of our clients. To best service significant clients such as the Scottish Government, European Central Bank and HSBC we have built dedicated teams to ensure absolute quality of service and commitment to our clients. This flexibility and dedication is one of the reasons for our continued success.

Press Data Ltd Response - AQB1

Press Data fulfils all the requirements of the Authority with regards to Resource and Account Management.

AQB1.1

As a media monitoring and analysis company with over 24 years' pedigree in providing the Core Services at the highest level in the UK, our entire approach exceeds the requirements outlined. Specifically, we have the following resourcing structure to deliver all the Core Service:

• Technical architecture;
• Physical capacity, including researchers and analysts;
• Senior management resource and experience;
• Established, experienced account management team;
• Fully operational, 24/7 research and account management operation;
• Fully scoped and operational implementation plans for new accounts, from small to large scale;
• Proven ability to respond to peaks and troughs of demand without any impact upon service levels.

Our proposed resourcing structure will draw upon an existing infrastructure that is fully operational with processes that are established, efficient and managed by experienced people with defined and clear responsibilities. The key personnel who will form the leadership of the Framework Supply team will comprise the senior management team at Press Data:

• Operations Director - Derek Gray (17 years of experience in the Media Intelligence Industry, 14 at Press Data);
• IT Director - Gordon Harford (9 years at Press Data);
• Account Management Director - Andy Dunlop (16 years at Press Data).

Press Data employs a team of 50, comprising research, editorial/summary, media analysts and account managers. In addition, the company draws upon a regular pool of 25 experienced freelance staff in the areas of summary writing and media analysis to provide increased bandwidth in situations of short notice fluctuations of client requirements. This resource structure ensures that Press Data is fully able to deliver all Core Services.

Each Contracting Body will have a named dedicated account manager who will hold editorial responsibility for the service supplied. In addition, each Contracting Body will have for out-of-normal hours (as specified in Attachment 9) a named contact who will be contactable by phone and email and, importantly, have the resources allocated to respond to the Contracting Body's requirements out-of hours. Press Data operates fully-staffed round the clock, including technical support. One of the roles of the account manager will be to respond immediately to queries raised by the Contracting Body and to resolve all issues promptly and to their complete satisfaction. All incoming queries are logged into our enquiry management system, which is monitored to ensure effective query resolution. In most instances queries are resolved within 30 minutes of initial contact.

AQB1.2

Press Data has established protocols for allocating support resource to our customers, commencing with the initial contract award and set-up, through to ongoing account management. These protocols have developed and evolved over 24 years of supplying media monitoring solutions to the UK public and private sector and have responded to the changing nature of media intelligence.

For each Contracting Body we carry out a full assessment of their needs and requirements, completing a questionnaire with regards to brief, delivery, volume, complexity, licensing and media sources profile. All of this is scoped into a service

provision and the most experienced and suitable Press Data account manager is appointed. The Operations Director will then allocate the required resources internally, including ring-fenced editorial resource on a daily basis. Each Contracting Body will have a named account manager who will be responsible for the coordination of all Press Data services supplied. This account manager will establish the service and manage the internal quality control processes to ensure service levels meet agreed KPIs. In the initial period they will liaise closely with the Contracting Body, to an agreed timetable. Following this period they will remain the primary contact and will be involved in day-to-day management of the account.

As a 24/7 media monitoring company Press Data is staffed and operational on a continuous basis. As such, there is always a senior manager, as well as members of the research team, on-site to respond to any requirements from Contracting Bodies. In addition, a member of the senior management team is on-call on a rota basis and all Contracting Bodies will be supplied with contact details. Our main office numbers are answered 24 hours a day.

24 hour support also requires the ability to respond to customer requests out-of-hours rather than just acknowledging these then resolving during working hours. The Press Data company culture empowers all staff to have the ability and initiative to fulfil requests made out of hours. Our customers have an expectation that if they contact us in the evening, overnight or at weekends, they will speak to a member of staff who will understand what they require and then fulfil their request immediately.

AQB1.3

Press Data currently supplies over 250 organisations in the UK, of varying sizes and scope, with daily monitoring and analysis services. These range from FTSE 100 companies and major Whitehall departments, to government agencies, smaller corporates, as well as smaller organisations and local charities. Press Data adopts the same overall approach to all our customers. As important as it is to ensure we have scale at the top end to accommodate the larger organisations, it is important to recognise the needs of all clients.

Nearly all suppliers in this industry operate to tiers which classify their customers by annual value. Only the higher-tiered customers receive the most focused customer service, with automation of search and light-touch service applied to the lowest tier. Press Data eschews this approach and all our customers, irrespective of scale, receive the same high levels of customer service. Every Contracting Body expects the highest possible service, irrespective of the volumes they receive. Resource allocation may be greater for a higher volume client, but in the core areas of account management and responding to enquiries and support, all will receive the same high levels of customer service, accuracy and relevance. For example, irrespective of scale, the account manager will proof and quality control the daily delivery of each account they manage before it is sent to the customer. Each Contracting Body will have the full range of account management as outlined in this response.

AQB1.4

Press Data has a continual investment programmed to ensure all our IT functions are efficient and resilient. We have the technical capacity to supply all potential Contracting Bodies on this Framework. Our existing infrastructure already processes over 5000 print articles, 50000 online items and 1000 broadcast items daily. Our research teams have existing capacity and our recruitment, training and induction processes ensure that we can deploy additional resources at short notice when required. The nature of our business is that we manage continual peaks across our client portfolio and it is within both our operating capacity and our company culture to fulfil these requirements.

A recent example in 2015 has been the implementation of the UK requirement of a major high-street bank for monitoring and analysis, with monthly volumes of over 5000 items across all media and a complex brief and analysis requirement. The service went live four weeks after contract award. In 2014 Press Data was commissioned by the Cabinet Office for a complex analysis and evaluation project that involved the analysis of 5000 items per month with multiple metrics. The project was live within 24 hours of commissioning and delivered weekly analysis reports in real time for a period of six months.

Peaks in demand can be the adding of a substantial new Contracting Body as well as the increase in requirement of existing clients. Press Data is structured to accommodate both situations to the full satisfaction of our customers.

Prime Research Ltd Response - AQB1

1) A joined up approach for delivery of core services

PRIME has nine offices on four continents employing over 700 staff all focussed on one thing – providing the best service and support to our global client base. The Contracting Bodies will specifically benefit from our established offices in the UK, with a large research centre in Oxford and satellite London office.

PRIME Research will provide an experienced team of consultants to work with Contracting Bodies to ensure an unrivalled client service approach. This core Framework team will be headed by PRIME's UK CEO, Richard Bagnall who prior to joining PRIME was one of the founding owners and Managing Director of Metrica for 18 years, as well as Gorkana's Managing Director of Global Insights and Analysis. Richard has worked closely with Alex Aitken as part of the Cabinet Office Evaluation Council and was one of three reviewers creating the Digital Communications Capability Review. Richard will be supported by an experienced and dedicated team of project directors, managers, executives and in-house analysts, all focussed on delivering tailored, quality monitoring and analysis services for the Contracting Bodies.

PRIME's directors and project managers average eight years of experience in research, communications, journalism, public relations and reputation management providing an invaluable source for advice and consultancy for the Contracting Bodies. The teams' responsibilities span mainstream and social media monitoring, analysis and consultancy. They work seamlessly together to deliver joined up, tailored insights to clients. The team is 100% hands on with your content and data and a dedicated contact is available 24/7 for client support ranging from strategic advice to report interpretation and dashboard creation.

This joined up team, from content curators to analysts to directors, are all employed by PRIME and work in-house. We do not outsource our operations to overseas production units and nor do we reply on freelancers to cover this crucial work for our clients. This joined up approach means the right content reaches the right people at the right time, while tailored data insights and consultancy are delivered in partnership to inform and affect communications strategy.

2) Client services excellence for supporting Contracting Bodies
A total focus on customer support and satisfaction is one of the key pillars behind PRIME's success and we believe is one of the reasons we benefit from such strong and loyal client relationships; our average client relationship spans more than ten years.

A smooth, trouble free on-boarding is a guarantee with PRIME. We recognise the perceived risk when moving suppliers so have developed a full project management process to ensure that the transition works seamlessly. PRIME's project lead, Vanessa Ruck, will draw up a tailored, detailed project delivery plan so that each Contracting Body has full transparency to all stages of the process. It will include consultation and agreement of both monitoring and measurement briefs, running the monitoring service ahead of the go-live date, training all analysts in the evaluation brief and ensuring that the team of project managers are immersed and trained in all things relating to the relevant Contracting Body.

All staff that are required to run the project are already in place as employees of PRIME – contracting Bodies do not run the risk with PRIME of inexperienced analysts being recruited at the last minute to work on your accounts. Over time, should further resources be required PRIME will follow our high standard recruiting procedure to ensure the project team can meet each and every Contracting Body's project requirements.

Vanessa Ruck will assemble a dedicated project team for each Contracting Body account. The team will operate under a unified email address so that every query can be handled within two hours. Each Contracting Body will be provided with personal contact information for 24/7 support. Subject to confirmation of the brief, a typical PRIME account team would include the following roles:

- Project director for communication consulting and strategic guidance
- Project manager for reporting and project organisation
- Quality manager for accurate data gathering
- News manager for the daily news summaries and clippings
- Web-portal manager / system administrator for the DMLA and Conversation Suite tools
- Computer linguist for the real-time social media analysis
- Regional/local liaison managers for out of hours support and translation needs
- Portal and tool trainers to support initial and ongoing training

Regular review meetings will be scheduled, initially monthly and then at a frequency to be agreed. PRIME will also run a number of in-house introduction and training sessions at locations of your choice to ensure that your key staff are totally comfortable using and applying the service.

3) Scaling the team to meet requirements and exceed expectations
PRIME's account team will be structured to mirror the needs of each Contracting Bodies teams. Richard will provide hands-on, strategic advice, guidance and consultancy. Working as project lead, Vanessa will ensure the smooth running of the account. The project manager and project executive will ensure that content is monitored in an accurate and timely manner and that the analysis provides the measurement and insights that you need. From this necessary core team, each role would be scaled up in numbers based on the size of the Contracting Body's requirements, measured by the volume of content, analysis or reporting requested.

Once PRIME is appointed, the first step of the process with each Contracting Body is to work through a detailed brief together to include the monitoring, measurement and social media requirements. Your PRIME account team will work all relevant key stakeholders to ensure that the new service gives them and their teams exactly what they need. The focus will be on ensuring that the insights that result from our service are tied to the requirements. Any changes and amendments to this brief that are agreed will be included as part of PRIME's standard services. This is of fundamental importance to PRIME – we work with our clients to keep the brief up to date, relevant and meaningful. Changes and alterations are relished, not resented. At all stages a briefing document will be shared with Contracting Bodies for clarity, approval and sign off.

4) Managing peaks with continued service excellence
PRIME's UK office employs 80 data analysts, account support staff, project managers and directors. Working with diverse global teams, PRIME is experienced at handling

significant workloads and is well attuned to the varying peaks in demand in times of both communications success and crisis.

Utilising our global hubs, PRIME has on-demand access to additional resources throughout the day and night. These additional resources are used in times of increased client workload around crisis, key events, launches or communications success. When peaks in workload become consistent and ongoing, we activate our recruitment process to ensure ongoing ability to service client demand from the UK office. Our truly global organisation offers out of UK office hours support from another full-time member of the team in a separate location. With a single team email address, all queries can be acknowledged and handled within a two hour time frame, 24 hours a day.

AQB2 HUMAN-DRIVEN EVALUATION AND ANALYSIS

A key activity for any Contracting Body is to understand not only what is being said in the media but what it means specifically to the Contracting Body. The Authority requires the Potential Provider to provide a human-driven evaluation and analysis service, as set out in section 20 of Attachment 9 Framework Schedule 2 Part A ("the Requirement").

Please outline your approach to providing human-driven evaluation and analysis and the processes you would have in place to ensure that you accurately evaluate and analyse monitored media to provide quantitative and qualitative analysis that includes the metrics set out in section 20 of Attachment 9 Framework Schedule 2 Part A.

AQB2 Response Guidance
Your response should clearly demonstrate how you would provide an effective human-driven
evaluation and analysis service and must include:
1) The process that you would use to evaluate and analyse monitored media and determine the favourability of coverage to the Contracting Body.
2) The processes you would use to ensure that the evaluation and analysis reports meet the Contracting Body's requirements and provide accurate evaluation and analysis.
3) An explanation of how you would work with the Contracting Body to ensure that the evaluation metrics used in the evaluation and analysis of monitored media maximise the effectiveness of the service.

Responses should be limited to and focused on the specific question posed. Potential Provider's should refrain from including generalised statements, information not relevant to the topic and information related to marketing of your organisation. Attachments and additional documents will not be taken into account.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the points in this Response Guidance in the order they are listed above and highlight which point (1 to 3) you are responding to.

Marking Scheme	Evaluation Guidance
100	The Potential Provider's response has fully addressed all 3 of the component parts of the Response Guidance above, demonstrating their full ability to meet the Requirement
66	The Potential Provider's response has only fully addressed 2 of the 3 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
33	The Potential Provider's response has only fully addressed 1 of the 3 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
0	The Potential Provider's response has NOT fully addressed any of the 3 component parts of the Response Guidance above, demonstrating a limited ability to meet the Requirement or no ability to meet the Requirement OR A response has not been provided to this question.

Supplier Responses AQB2 Human Driven Evaluation and Analysis

Gorkana Group Ltd Response – AQB2

1) Analysis process

Gorkana has spent the last 22 years building and refining its analysis processes based on a combination of academic research and extensive practical experience with all sizes of organisations from the largest government departments and global corporate enterprises to smaller Arms Length Bodies and SMEs. Our analysis process covers four main areas:

Content: We would work with the contracting body to establish the most appropriate monitoring solution to feed the analysis. Since analysis is downstream of monitoring, if the monitoring doesn't capture the right content then the analysis will be compromised. As mentioned elsewhere in the framework response, Gorkana has a very strong track record of capturing relevant coverage for government departments that can often require complex and nuanced search terms.

Coding: The analysis system is designed to be flexible in order to provide the most appropriate metrics to the contracting body. We custom build a new database for each analysis programme which allows our analysts to track the right metrics against each item of coverage.

Metrics can include volume of coverage, favourability, key messages, opportunities to see, reach to target audiences, issues tracking, key media and journalists and benchmarking against other organisations. Coding is carried out by trained analysts working directly for our Head Analysts who provide training and support as well as being responsible for quality control – see point 2 below.

To assess favourability, each article is broken down into its constituent 'context units' which are then individually being aggregated back together, an approach that content analysis research has shown to reduce subjective errors (Krippendorf). Favourability can be presented in a flexible way using three (favourable, neutral, unfavourable), four or five point scales.

Data aggregation:

Together with coded media data we would aggregate and integrate other data sources including:

-Readership data. Access to the UK's most comprehensive media database provides us with accurate readership data for individual articles

-Market research data. Gorkana runs an annual omnibus survey with YouGov called UKPulse which enables us to calculate reach and frequency to key target audiences. We also have a Gorkana Surveys service which allows us to map media outputs with audience out-take – for example to show the increase in awareness following a campaign. Gorkana is also happy to work with existing market research relationships with third party suppliers – for example we have a working partnership with IPSOS Mori.

-Social Media data. Gorkana is able to integrate press and social media data to provide a holistic view of earned media coverage and to show engagement generated from PR activity.

Outcome data.Gorkana is able to show the link between media coverage and activities such as website traffic, call centre data and other measurable outcomes.

Reporting:Once we have the right set of data sources then it can be outputted in a number of formats including online dashboards, in-depth monthly and quarterly reports, top-line scorecards as well as ad-hoc reports focused on specific issues or campaigns. Reports include management summaries and annotated commentary to add additional insight.

2) Meeting requirements and ensuring accuracy

Before undertaking an analysis programme, Gorkana would work with the contracting body to establish a comprehensive analysis brief to ensure that the service meets the requirements of the organisation. We would also work closely with the contracting body to steer the analysis through its set-up phase and beyond.For example if a department wanted monthly reporting we would recommend the following set of review points:

-Initial workshop and brief taking (week 1)
-Finalisation of brief (week 2)
-Content aggregation, system set-up and analyst briefing ((week 3)
-Dashboard set-up and training (week 4)
-Delivery of first report (week 7)
-Three month review (weeks 15)
-Six month review (week 28)
The briefing and onboarding process would also ensure that the analysis is as accurate as possible. For example, a common challenge with human reviewed analysis is subjectivity. Gorkana minimises potential subjective errors and ensures accuracy and consistency using a multi-layered approach to coding:

-	Each brief includes a set of 'analyst guidelines', agreed between Gorkana and the contracting body, which advices how key metrics such as favourability and message delivery should be coded.

-	All analysts go through a benchmarking process where they analyse the same sample of coverage to ensure that they are being consistent.

-	Analysts are directly managed by Head Analysts who provide training and support as well as being responsible for running a series of quality control and data checks.

-	Where international analysis is required, coverage is coded by native speaking analysts rather than using translation services which may miss important nuances.

Before being sent to the contracting body, reports would go through an extensive two stage quality control process based on a predefined list of checks based around data, grammar and spelling, formatting and insight. Delivery times of reports are also tracked and measured against targets for on-time delivery.

In addition to the review points mentioned above we would also recommend having a call before we write each report to ensure that we focus on the most appropriate areas and that the report is as relevant as possible. We also recommend having a post-report call to get feedback that will feed into the next reporting cycle.

3)   Maximising effectiveness of the service

As part of the briefing process, Gorkana recommends an initial workshop that would cover five key areas needed to maximise the effectiveness of the analysis service. This would include a process to identify the most appropriate metrics. These five stages can be shortened to the acronym S.C.O.R.E:

Stakeholders: The effectiveness of an analysis programme is ultimately dependent on the stakeholders involved. Gorkana would map out the appropriate stakeholders within the contracting body and would work to understanding their differing needs and requirements.

Content and coding: As mentioned in points 1 and 2 effectiveness of the analysis is dependent on getting the right coverage and coding this coverage accurately.

Objectives: In the workshop we would identify the most appropriate metrics that are aligned to the strategic body's strategic objectives and communications goals. We would follow a process that that uses the key principles outlined in GCS's 'Performance Framework' and AMEC's 'Barcelona Principles'.

Reporting: We would agree the appropriate reporting format and schedule to suit the needs of the different stakeholders. For example a top-line scorecard may be most appropriate for senior management while the press teams may need more in-depth reporting and access to regularly updated online dashboards.

Evaluate: Establishing and maintaining an effective analysis programme is an iterative process which itself requires regular evaluation. We would recommend an onboarding programme that would establish a series of review touchpoints (see point 2). Beyond the set-up phase, Gorkana would recommend ongoing quarterly reviews to ensure that the analysis remains aligned to the communications objectives and strategic direction of the contracting body. If these change then it is important for the analysis brief to be adjusted to reflect this.

It is this approach that has enabled Gorkana to provide best-in-class analysis services, something that has become recognised by the analysis industry. At the most recent peer-reviewed AMEC awards, Gorkana topped the table winning two silver awards, three gold awards and the platinum award for the best overall example of analysis best practice for our work with DEFRA.

Precise Media Monitoring Ltd Response – AQB2

We are highly experienced in meeting the developing evaluation needs of a substantial number of corporate and public sector clients including Whitehall departments, regulators, councils, cultural bodies, trade unions and political parties. We are able to offer a truly integrated media monitoring and analysis service across print, online, broadcast and social media content, developed and produced in-house. In line with the GCS evaluation framework, our analysis will measure against clearly defined evaluation standards to help Contracting Bodies build future activity that is as effective and efficient as possible. We recognise that our evaluation services should demonstrate the contribution of well-planned and executed communication activity to help justify further investment.

We are an active member of the International Association for the Measurement and Evaluation of Communication, through which we have been presented with numerous awards that recognise our ability to help clients demonstrate the value and impact of their communications.

Our Process:
Our Dedicated Framework Unit will employ a structured, segmented approach to scoping each Contracting Body's media analysis requirements so that larger organisations get the time and attention they need whilst smaller organisations will receive an efficient and focused service. We will host a briefing session to establish what the Contracting Body is hoping to achieve, what we are going to evaluate, relevant metrics, the frequency of reporting, whether we should benchmark against previous activity, target audiences, the report format required, key learnings to consider and if we should benchmark against KPIs. We will help develop KPIs if these have not yet been established.

We will work with the Contracting Body to determine if existing data sources are available and can be incorporated into our analysis to measure the impact and outcome of communications activity such as survey data, website statistics, event attendance, helpline data or GDS statistics. As a WPP company we can leverage our relationships with research organisations such as TGI, TNS BMRB, Adgooroo and Millward Brown to source additional data to help us measure the outcomes of campaigns and reputational changes. This approach to measurement goes beyond standard media evaluation and is an area we would be keen to explore with Contracting Bodies as well as the GCS.

As recommended within the GCS Evaluation Framework, we will produce an Evaluation Plan that summarises the approach that has been agreed with each Contracting Body.

We believe experienced analysts should evaluate media coverage to make informed, objective decisions that apply context to our insight, particularly around sentiment and favourability. Our 150 media analysts analyse, print, online, broadcast and social media content. This unique in-house approach to human-driven evaluation delivers consistent analysis methodology, training, quality control and on-time delivery.

We are able to deliver real-time analysis within our Media Platform in order to provide actionable insight that informs day to day decision making. Interactive charts and dashboards are configured to update in real-time within the Media Platform reflecting the results of our evaluation. This approach will enable Contracting Bodies to adjust

media strategy and to respond quickly to requests from ministers and senior officials in relation to campaigns and emerging issues. For example, we provided extensive human-driven, real-time mainstream and social media evaluation to the Scottish Government throughout the referendum campaign across both domestic and international media.

As well as providing live analysis via Media Platform we will also provide detailed weekly, monthly and quarterly analysis reports according to Contracting Body specifications regarding format and frequency.

In addition, we will provide high-speed, project-based analysis reports covering breaking news and issues, announcements, campaigns, launches and the media reaction to new appointments or initiatives, based on our work for FTSE 100 corporate and public sector clients.

Measurements & Scope:
We confirm that we are able to analyse media against all of the quantitative and qualitative metrics outlined in section 20 of Attachment 9 as well as making further recommendations to measure the impact and outcome of proactive communications activity. Our in-house analysis team evaluate media coverage from any source, in any language, against agreed metrics. Statistical quantitative analysis is applied to identify trends in volume, audience reach, media value, media type, most prolific publications and journalists. Content is read and manually analysed against agreed qualitative metrics such as favourability, key messaging, impact of pro-active communications, key influencers and campaign success, to offer an in-depth understanding of the Contracting Body's media profile and impact.

We agree with the concept that some analysis is better than no analysis at all, as outlined in the GCS. Where budgets are limited, we can focus qualitative analysis on coverage with the largest audience reach, coverage within target media titles or coverage focused on proactive initiatives. For example, we provide over 1,000 articles each month for the Arts Council but restrict our analysis to 550 articles each month, focusing on articles that have reached the largest potential audience.

Accuracy & Quality:
We have robust quality assurance procedures in place, having achieved and retained the critical ISO9001 quality assurance standard. Analysis will be performed by the same analyst each day and checked for quality control and consistency by a Senior Team Leader. Should discrepancies be flagged, content will be re-analysed and the analyst retrained. All analysis reports will be written to an agreed template and go through three stages of quality checking via senior team members before being delivered. We track error statistics on a daily, weekly and monthly basis (by type, report, severity and volume) and we will work with each Contracting Body to build a Service Level Agreement based on their specific needs.

Uniquely for the media analysis industry, we do not rely on externally-based home workers and all of our 150 in-house analysts undertake the same training programme to ensure consistency and quality of analysis. The six week training course covers the principles of PR and communications, the rules and techniques of media analysis and training with our sub-editors to ensure they understand how to write insightful and intelligent commentary. A minimum of one month is then spent preparing analysis on sample coverage and, finally, the analyst shadows an experienced colleague as they work on 'live' client reports after studying that client's media coverage and profile.

Maximising the Evaluation:

We understand the need to adjust in order to keep pace with each Contracting Body's changing focus and challenges, ensuring our evaluation remains insightful and relevant. We also recognise that our evaluation should help each Contracting Body continuously demonstrate that the results of their activity justify time and financial investment in communications activity.

We recommend regular review meetings where we will work with each Contracting Body to review the metrics that are being tracked and the methodology being employed, ensure the media being analysed is pertinent, highlight emerging themes or issues, offer innovative recommendations regarding how the service could be enhanced, offer advice on best practice, gain an insight into communications strategy for the months ahead and identify any challenges that we may be able to help with. We will also make recommendations where we feel it would be valuable for us to integrate outcome data from one of Kantar's research organisations.

Press Data Ltd Response – AQB2

Press Data confirms that it currently undertakes Human-Driven Evaluation Analysis, having commenced media evaluation services in 1995. We are able to provide the full requirement as defined in Attachment 9, 20.1 to 20.4, including all metrics and reporting specified. Press Data MD Jerry Ward plays a leading role in the evaluation industry as a board director of AMEC since 2006 and was instrumental within the development team on the creation of the Barcelona Principles.

AQB2.1

All Press Data Analysis & Evaluation is Human-Driven. Every item sourced from print, broadcast, online sources is analysed by our experienced research team.
Relevant coverage is collated on a daily basis and analysed against a set of qualitative and quantitative metrics appropriate to each individual client. A Contracting Body can choose to receive regular reports (i.e. weekly/monthly/quarterly) or on an ad hoc basis (for example looking at a specific campaigns or events). Dashboards highlighting the key findings/metrics can be supplied across all report types.
Press Data measures against all 10 metrics required as part of this tender, with details on methodology below:

Amount of Coverage & OTS - OTS is calculated using main readership data from NRS, JICREG and ABC for press articles, RAJAR for broadcast coverage and various industry metrics for online coverage. We agree these metrics with the client in advance. All data is updated as new data becomes available.

Reach provides more detailed insight than OTS by providing a detailed breakdown of the readership or audience of sources. This is a particularly useful metric when a Contracting Body wishes to demonstrate its success in conveying a message to a particular group of people.

This can also be deployed to provide geographic breakdown, i.e. how widely coverage appears across all media types regionally, nationally and, if applicable, internationally. Reach data can also be extrapolated to identify the percentage of target audience that is reached with key messaging. Where required, we will evaluate international media, across multiple languages, to include within our reporting.

Share of Voice - The extent to which an item focuses primarily upon the Contracting Body as opposed to other organisations and individuals. An item that is specifically about the Contracting Body has high share of voice, whilst an article containing a passing mention has a low share of voice.

The Impact of coverage rather than its content, based upon the size, length and/or position/prominence. For example, a front page article, full page spread or significant feature would be deemed to have a 'high impact'.

Daily, weekly, monthly, annual Trends can illustrate changes in the above metrics over time. The Contracting Body can use these to identify achievements as well as areas for improvement.

All items are evaluated in relation to Key Message Penetration defined by the Contracting Body. We will work with each Contracting Body to refine the wording and keywords relating to the messages. An item is deemed to contain a key message if it

includes a direct mention or, more likely, the essence of what the Contracting Body is trying to communicate.

The Favourability of coverage looks at the overall tone of each individual story. Coverage is rated as 'positive', 'factual' or 'negative' relating to how the item, or individual section of the item, is perceived on either a three-point or five-point scale, (other scales available if required). For example, a story which contains mainly positive comment about the Contracting Body will be rated as positive; a story which is critical of the Contracting Body is rated as 'negative'; and a story which contains a balanced level of both positive and negative comment, or merely relates the facts without passing, or containing comment is rated as 'factual'. Press Data agrees coding criteria on factors determining favourability. We work to established, repeatable protocols and discuss at client-level to agree definitions of favourability.

All metrics used to evaluate and analyse the coverage are based on the AMEC Valid Metrics Framework and adhere to the Barcelona Principles. Every member of the evaluation team holds the AMEC Certificate in Measurement and Evaluation. Each report we produce is proofed prior to delivery.

The metrics outlined above represent a 'menu', from which each Contracting Body can select the metrics most appropriate to its objectives. We will also provide a consultancy service to Contracting Bodies at no additional cost, advising on how data gathered during evaluation can be best used to maximise the impact of the report and ensure value for money.

AQB2.2
Each Contracting Body wishing to commission media evaluation will have a named Research Manager as a main point of contact. The Research Manager will discuss the communication aims and objectives with the Contracting Body to establish the most appropriate ways of identifying and measuring its media presence. This process is about setting the Smart Objectives – to establish the ultimate goal of the communications strategy. Our team will advise on creating the most efficient and effective measurement, working backwards from this point. Put simply – we listen, we understand, we advise, we deliver.

If a Contracting Body is unsure which metrics are best suited to meeting its objectives, we will provide advice, recommendations and demonstrate how reports could look by supplying examples.

The key driver for media evaluation is to identify the success of communications inputs in delivering successful outcomes. This will vary across organisations and indeed across campaigns and is therefore defined on a project basis. Our goal is to deliver reporting which is concise, understandable and provides genuine insight that informs decision making.

Our experience in providing high-level media evaluation for clients across the public and private sectors demonstrates a strong understanding of how a complex set of requirements can be presented clearly and concisely in report format.

AQB2.3
Human-Driven Analysis and Evaluation as a process is as much about listening to, and understanding the needs of, the client. Press Data then brings its expertise – its

relationship management and experienced analysis team – into the mix to create the reporting that meets the exact requirements of the customer. At the heart of this is our understanding of the customer – its mission, goals and objectives. Our company culture and values enable our team to approach each relationship and project from this perspective and work collaboratively to achieve excellent outcomes.

Following agreement on objectives, metrics and deliverables, the evaluation team will work on producing the report. Regular liaison will be maintained with the Contracting Body in the event of any queries or issues. On completion, the report will be supplied to the Contracting Body, usually in PDF and Word format (although we can accommodate other formats, e.g. PowerPoint, Publisher).

Following delivery, the Research Manager will contact the Contracting Body to discuss the report, answer any queries and gauge whether the metrics that were included provided a sufficient level of detail to allow it to meet its own internal objectives and maximise the effectiveness of the service. We recommend a quarterly discussion with each Contracting Body to assess ongoing requirements and ensure continued effectiveness of the service.

Recent work within Whitehall included collaboration with the Cabinet Office, delivering weekly evaluation reports relating to the Scottish referendum on independence. This required continual liaison with the Cabinet Office Evaluation Team to agree weekly objectives in relation to overall communications objectives. This level of engagement and flexibility is vital to ensure the delivery of a successful media evaluation service and is at the heart of how we operate.

Prime Research Ltd Response – AQB2

1) Academic principals, replicable accuracy

Based on academic research techniques PRIME's analysis process extracts maximum intelligence and granularity for our clients. Although based on rigorous academic principles, all PRIME metrics are transparent and easy to understand, providing a granular level of information which can be used for better planning, execution and evaluation.

PRIME breaks down articles into constituent parts for individual analysis according to the tailored brief designed in partnership with Contracting Bodies. This approach minimises subjectivity and ensures accuracy and replicability of information in our reporting.

A calculated measurement of the number of readers exposed to a given piece of content is the fundamental basis for all PRIME metrics. This is attributed to each constituent part, meaning that every individually coded headline, photo, caption etc. for each individual organisation or brand has its own audience reach. The result is that we can accurately attribute the reach to a wide range of variables, such as organisation, issue, key message, campaign, event, spokesperson etc. This granularity enables accurate application of insights rather than broad-brush guesswork provided by other suppliers.

Sentiment is applied to each constituent part of content on a 7-point scale from -3 [very negative] through to +3 [very positive], with neutral or purely factual comment excluded. The sentiment evaluations [those coded -3 through +3] are then used to calculate the average value across the range, giving an overall article tonality. This means that PRIME's sentiment output is a numerical value from -3 through to +3. However, PRIME's sentiment metric goes one step further to ensure reach is factored into the sentiment average. This means the individual sentiment values are weighted by their respective reach figures to provide an accurate, audience based metric.

All coding is conducted in-house by PRIME employees working at PRIME locations in the native language of the content. Our analysts receive ongoing training, alongside which there are regular reliability tests to ensure consistency and accuracy as they work across markets and regions. None of our analysis is outsourced to freelancers or offshored as many competing suppliers do in a bid to cut costs. Accuracy and quality are PRIME's primary concerns in the analytics process. Business decisions must be made on accurate, reliable data.

2) Tailored reporting, accurate measurement and strategic insights

PRIME's media analysis services are designed to provide strategic and actionable insights which enable our clients to manage their media reputation, inform strategy and prove their value.

Flexible, tailored and in-depth reporting is one of PRIME's strengths. Each reporting structure will be designed to match each Contracting Body's evolving needs. PRIME's focus is not just on measuring the success of campaigns but on understanding the drivers of data and teasing out the real insights. PRIME does not just count the metrics that are easy to count but goes behind the numbers to identify the strengths, weaknesses, opportunities and threats. On this foundation, the team provides advice and consultancy on what the data means and what can be done as a result.

The process starts with an in-depth briefing to fully understand the Contracting Body's internal organisation and external universe. The dedicated client team will chair a meeting with the key stakeholders, learning from each their perspective on the current landscape and future aims. Armed with this briefing, along with extensive desk research, a proposed analysis brief will be submitted for discussion and sign off. The programme will be tailored and wrapped around each Contracting Body's requirements. Over time, PRIME's close partnerships with each of the teams will enable the brief to evolve to consider new issues and developing needs.
Reporting formats, branding and data visualisation will be tailored to each Contracting Body to ensure information is conveyed in the most appropriate format. PRIME understands that effective report design is the difference between ineffectual, unused data and integral, strategic analysis reports.

Contracting Bodies will also have access to an online portal, PRIME's Conversation Suite. Weekly online dashboards and a wide array of pre-defined dashboards will be designed in collaboration with the teams, while advanced ad hoc reporting will empower Contracting Bodies to develop custom reports on demand. All analysis via the Conversation Suite can be exported as PDF reports, individual chart JPEGs or raw data for use as desired.

Both the Conversation Suite platform and PRIME's written reports are designed from the ground up to be user-friendly. Working with a complex global client base, satisfying a large number of stakeholder needs has made usability one of PRIME's key areas of focus.

3) Tailored metrics and KPIs underpinned by industry standards
PRIME's dedicated project team will work in close proximity with Contracting Bodies to ensure the delivered reports include the metrics and KPIs that are relevant to the Contracting Body and its' news universe. PRIME can deliver all standard industry analysis metrics, including but not limited to: reach, volume, favourability, share of voice, OTS, cost per thousand, target media success and, where insisted upon, AVE. As a valid PR metric AVE has been widely discredited and PRIME will always recommend alternative relevant metrics for clients to consider. Consistency of metrics and approach will enable a holistic view to be taken across all Contracting Bodies if needed. Content metrics beyond these, of which there are myriad possibilities, will be specifically tailored to each Contracting Body's needs. The skill comes in selecting the right content metrics for the right business needs and the right time in each Contracting Body's story.

Utilising PRIME's consultancy experience we will also help set SMART objectives and work to assign meaningful metrics for measurement, campaign evaluation, strategic insight and communication improvement across the Contracting Bodies.

AQB3 PRESS MONITORING

The Authority requires the Potential Provider to provide an effective Press Monitoring service, as set out in section 16 of Attachment 9 Framework Schedule 2 Part A ("the Requirement").

Please outline how you would provide Contracting Bodies with an effective Press Monitoring service

AQB3 Response Guidance

Your response should clearly demonstrate how you would provide an effective Press Monitoring
service and must include:
1) The process you would use to ensure that press items are delivered to the Contracting Body on time.
1) The process you would use to ensure that the press items containing the specified keywords are relevant to the Contracting Body's requirements.
2) How you would ensure the summary information provided with each press item is accurate.
3) How you would ensure that the press item is available to the Contracting Body for at least 28 days.

Responses should be limited to and focused on the specific question posed. Potential Provider's should refrain from including generalised statements, information not relevant to the topic and information related to marketing of your organisation. Attachments and additional documents will not be taken into account.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the points in this Response Guidance in the order they are listed above and highlight which point (1 to 4) you are responding to.

Marking Scheme	Evaluation Guidance
100	The Potential Provider's response has fully addressed all 4 of the component parts of the Response Guidance above demonstrating their full ability to meet the Requirement.
75	The Potential Provider's response has only fully addressed 3 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
50	The Potential Provider's response has only fully addressed 2 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
25	The Potential Provider's response has only fully addressed 1 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
0	The Potential Provider's response has NOT fully addressed any of the 4 component parts of the Response Guidance above, demonstrating limited ability to meet the Requirement or no ability to meet the Requirement OR A response has not been provided to this question.

Supplier's responses AQB3 Press Monitoring

Gorkana Group Ltd Response – AQB3
The Gorkana media monitoring service offers industry leading media depth, customisation, flexibility and customer support. Group services across monitoring, social media, contacts database and evaluation are integrated allowing for an intuitive user experience, seamless workflow and enhanced intelligence. Gorkana is the incumbent press cuttings provider to government on the CCS Framework after an award by the COI in 2011 to be sole supplier and provides complex, nuanced monitoring services to every central government body, numerous ALBs and NDPBs and separately many of the UK's leading charities Point 1: Accessible & Timely - The monitoring service is provided through an award-winning online portal, supported by customisable email alerts incorporating clip content and summary information. The portal allows users to track, review and share multi-channel coverage quickly and easily; content is displayed with full colour PDFs of the article alongside key provenance information and article summaries. Alternatively, hard copies can be provided as required. Production operates on a 24-hour basis, with Day, Evening and Night Shifts split into a range of teams covering different thematic and media types. Ongoing production allows Gorkana fast turnaround times in accordance with requirements, ensuring the industry's widest media list remains timely in its output. Web delivery, with associated email alerts, is available from 4.30am as soon as the NLA embargo is lifted – no provider is allowed to produce same-day National content in advance of this deadline. Electronic delivery can be structured to provide output multiple times a day according to requirements but Gorkana also makes provision for hard copy distribution if required, with postal and courier options. At present, whilst the vast majority of public sector and not for profit contracts include electronic delivery, Gorkana still provides hard copy courier delivery each morning to a number of Whitehall departments. Point 2: Comprehensive & Relevant: Gorkana monitoring tracks almost 12,000 mainstream media sources across National, Regional, Trade, Consumer, Online (as per separate Lot 1 response) and Broadcast (as per separate Lot 1 response) media, along with overseas content. Media can be tailored to suit specific requirements: sources can be chosen by broad media theme or geographically, or individually at a granular level. Individual media lists can be applied at both search term (keyword) and user level for a bespoke service to ensure that overall monitoring objectives are met while accommodating indvidual preferences. This allows for disparate teams within a larger entity to see only what matters to them, maximising efficiency. In terms of capture, Gorkana uses sophisticated search technology alongside human editorial judgement to enable us to deliver to bespoke requirements. To ensure the relevance of the coverage provided, a range of specific contextual instructions and 'filtering' criteria address prominence, subject matter and weighting as per customer demands. This allows for control of subject matter and article type to ensure customers only receive the content that matters and do not have to suffer (or pay for) content that is of no relevance to communications objectives. Searches can be tightened or expanded and keywords amended as appropriate. Gorkana's specialist sector production teams – with aligned account management

teams – allow for considerable expertise and this structure allows Gorkana to remain proactive with regard to managing monitoring services.

Gorkana has a quality control team responsible for a final review of coverage before the information is distributed to our customers. Furthermore, we have a quality assurance team which operates between production and customer services to investigate any errors or anomalies. This dedicated team provides a performance checking service which involves constantly approving new briefs, analysing accounts and checking publications and keywords to maintain a consistently high level of service.

This approach, in addition to effective account management and customer communication, enables Gorkana to provide the most accurate service in the market, with measured accuracy rates of 99.6%.

Our full media list is available online to view at http://www.gorkana.com/pr-products/media-list/ - this is fully searchable by title, category, sub-category and region/area. The media list is updated continuously by a dedicated content team who are happy to investigate any requested titles for viable addition moving forwards. This same content team manages our relationship with the NLA and other copyright/subscription bodies, allowing Gorkana full access to management information and coverage reports by category to enable customers to better understand their monitoring coverage and manage their licensing requirements to a detailed level.

Alerts can be tailored to individual specification and include all key clip information. Alert frequencies are dictated by customer requirements and preference, and allow for quick links to individual clips and content by sort sector. Gorkana will group articles into discrete sections for quick access and to allow for tailored distribution.

The portal allows users to print content whilst numerous filtering and selection criteria mean you can display and review the exact content required. As such, users can elect to print all coverage or a sub-set according to specific requirements.

The password-controlled portal also allows for the creation of RSS feeds from filtered search criteria (user-defined and flexible), which can then be delivered to personal RSS readers or an intranet side. The portal includes a personalised dashboard facility, which allows users to create a bespoke home screen incorporating aspects of their wider Gorkana service, including widgets for monitoring. All monitoring reporting widgets are dynamic, allowing click-through to the clips behind the charts. Clips can be edited and tagged for internal reporting or use in additional filtering. Access to the portal, aside from being secure, is permissions-based to allow for tiered users within an organisation – from Administrators with full access to all functionality across a range of services, to 'read-only' recipients or even those for whom clip view can be switched off to manage copyright exposure.

Point 3: Per the framework specification, summary information within the alerts (also available on the portal) distills articles into a short precis, tailored around the keyword, to convey the key content for quick review. Summaries are available in different editorial formats depending on specific requirements for each customer. This information in itself is copyright exempt so can also be provided on a separate feed for inclusion on an intranet or in wider organisation communications. We can tailor receipt to provide different subsets of full clip/summary only coverage to designated lists of

users - each user can receive exactly the content, and format thereof, that they require. 'Also Reported In' functionality groups similar stories where required under one summary – this functionality is provided across both the portal and the email alerts. Summaries are editable on the portal should clients wish to augment or amend the text provided.

Point 4: Printed coverage includes a header sheet with a numbered index and contents page – developed on request from existing framework customers including the Home Office so that hard copy sets can be created from the portal and easily reviewed with direct access to key sections. Options to save and share the content are also provided – although please note that any such behaviour will need to be in accordance with NLA licensing requirements. Coverage remains on the portal for 28 days in accordance with copyright requirements, after which point clip links expire but sporting metadata remains. Gorkana supports NLA MyArchive functionality to allow for access beyond the initial period if subscribed.

Precise Media Monitoring Ltd Response – AQB3

We are the leading provider of Press Monitoring services in the UK, servicing c.2,500 clients, with an excellent track record of reliably delivering comprehensive press monitoring to clients across the public and private sectors. We deliver monitoring services from the UK's largest list of print media sources and will be flexible in meeting the specific requirements of each Contracting Body. We confirm that we can meet the requirements set out in section 16 of Attachment 9 in the Framework Schedule.

On Time Delivery:
We can confirm our ability to deliver press items electronically, both by email or via an online portal. We operate a 24/7 service, our Dedicated Framework Unit will provide a comprehensive daily alert seven days a week from 06:30, or earlier, emailed to nominated staff within each Contracting Body and simultaneously uploaded to our Media Platform. We deliver in all formats, including mobile delivery for BlackBerry, Smartphone, iPad and Android tablet.

We supply comprehensive coverage from all Daily, Evening, Weekend, Regional and Local newspapers, Industry publications and Consumer magazines. As part of Kantar Media, we can access the largest global network for International print sources. We are able to deliver press items from the Daily newspapers by 06:30, the Evening newspapers by 14:00 and Weekend newspapers by 07:00 on the day of publication. All Daily newspapers and Evening newspapers are sourced electronically through the NLA ensuring the highest levels of quality and turn-around times. We can also confirm our ability to deliver local newspapers within 24 hours and Industry and Consumer magazines within 48 hours.

The editors within our Dedicated Framework Unit will be selected on the basis of their sector expertise and experience for similar clients including Whitehall departments, key public bodies and regulators, councils, cultural bodies, trade unions and political parties. The same editorial team will provide a written summary (where required), and ensure that content within the email alert is ordered according to preference or delivered under specific categories. This consistency speeds the process of delivering content according to our stringent SLAs.

We recognise that services can be complex, but the need for fast, accurate delivery to the right stakeholders is critical. This is something that we do for the Environment Agency as well as many other clients where the national communications team receives all print coverage ordered by region, with each regional team receiving only coverage relating to their specific area of the UK. This regional breakdown is also reflected within our Media Platform to enable users to identify and review content specific to their region quickly and accurately.

Our Dedicated Framework Unit Client Services team will be resourced to provide in-office support from 06:00 to 19:00 each day, backed up by 24/7 on-call service. All of our Dedicated Framework Unit staff are trained on all aspects of our production system, to provide expert advice and guidance on potential changes to Contracting Bodies service set-up e.g. adding/removing search terms.

We confirm our ability to supply hard copies of press items as requested. For example, we supply key executives within the Bank of England and many other clients with a couriered pack of hard copy coverage each morning by 06.30 or earlier when required.

Relevancy:

We will ensure that the press items delivered to the Contracting Body are relevant. We will work closely with each Contracting Body to understand what constitutes a relevant print media item. This will be done through discussion with each Contracting Body and complementary research by our own editors. From this process a detailed Brief will be developed and maintained on an on-going basis.

Staff training and development is at the heart of our approach. We provide continual staff training and support, and provide our editors with a robust, cogent understanding of each Contracting Bodies specific requirements.
We have a dedicated training facility in our City of London offices, and our ISO 9001 accreditation attests to our commitment to training and quality assurance.

The highly experienced client services and editorial staff within our Dedicated Framework Unit already work with large and complex organisations across the public sector including Whitehall departments, key public bodies and regulators, councils, cultural bodies, trade unions and political parties, and many others.

We recognise that comprehensive print coverage is an essential requirement to service these organisations and are confident in our extensive reading list (over 10,000 publications) and ability to tailor print sources to each Contracting Body's needs. We will offer complete flexibility over sources and search terms and deliver a customised daily news alert covering formatting, categorisation and delivery times.

To ensure the speed and accuracy of our service, we have invested in the most advanced Optical Character Recognition (OCR), search technology and editorial systems and people in our sector.
To perform an initial search on content, we utilise market-leading HP Autonomy search technology that operates on content supplied directly from the publishers or digitised locally. Once the software has recognised appropriate keyword matches, each item is reviewed by an experienced editor who will manually read, verify, categorise and create a written summary as required. We will also manually scan key sources to identify relevant images and cartoons.

Our Dedicated Framework Unit will collate and review all press items containing the specified keywords and topics. They will then assess each article for relevance against the brief and use their understanding of issues pertinent to each Contracting Body in their editorial decision making to present the coverage in a logical order. This informed, sector focus will ensure that our team remains continually aware of the issues and news flow relevant to each Contracting Body, to deliver a focused, concise and highly relevant service.

Summary Accuracy:

We can confirm our ability to provide a summary of each press item that includes the title of the publication, page number, author and a brief outline of the item. We will also include the headline, size, circulation, reach and value for all press items delivered. The summary will be delivered alongside the press monitoring and uploaded to the Media Platform. All summaries are assessed and checked for relevance and context prior to delivery.

The Dedicated Framework Unit will produce accurate summaries (where required) for all items of coverage, the team is multi-lingual and has extensive experience of summary writing.

We also offer a more detailed written summary of the news items delivered through the daily news alert in the form of an "executive summary" service. This focuses on a roundup of the day's key media coverage which can be used for briefing ministers and other senior officials. We are also able to deliver the daily news alert to a wider recipient list as a "summary only" service with the links to the articles removed in order to legitimately reduce exposure to the NLA/CLA copyright licensing costs.

Archive Availability:
We will provide an electronic archiving system through our Media Platform as permitted by the NLA/CLA. The Media Platform will enable users to manage archived content in a fast and efficient manner. Whilst PDF images of articles are removed once copyright has expired, vital meta data (title name, headline, page number, volume, value, reach) remain along with any written summaries, all of which are fully searchable.

Our systems ensure that all content is available for the specified 28-days, in line with copyright restrictions. We can also confirm our ability to provide access to articles older than 28 days where required, subject to copyright or publisher permissions. Our relationships with copyright bodies and individual publishers allow us to utilise the respective archives held by these partners.

Press Data Ltd Response – AQB3

Press Data operates a fully staffed and operational production environment 24/7 with continuous research, account management and technical support, ensuring that content is delivered to meet every client deadline. Press Data confirms that it fully meets the requirements for Press Monitoring detailed in Attachment 9, 16.1 – 16.15. Our press monitoring operation was established in 1991 and has operated continuously, daily, without interruption from that point.

AQB3.1

Press Data sources press content from both the eClips database and our own scanning of non-eClips content. Our night press monitoring team begin work at 22:00, processing content from the UK national titles. All first edition coverage has been allocated to clients by 04:00. Articles are re-checked by the editorial team whilst the night research team validate coverage from the late editions and regional dailies before commencing delivery.

Should any national newspaper be unavailable from the eClips database for any reason (e.g. publisher delivery failure), Press Data has a full in-house scanning and clipping solution to ensure continuity of supply to our customers.

Key regional titles (i.e. Eastern Daily Press, Yorkshire Post) are processed daily as we receive them. As this content is not subject to publisher/NLA delivery KPIs, we include within morning delivery when available or within afternoon updates.
Weekly titles are processed by our day research team and relevant articles are made available the following morning. Industry publications and consumer magazines are also processed by our day research team and, similar to weekly titles, delivered to clients within 24 hours.

In addition to the research processes, Press Data will ensure that press items are delivered to Contracting Bodies on time by operating a resilient technical production and delivery environment. The company operates a tested Resilience Plan, which provides for no single point of failure across servers, including email and internet connectivity. In the event of power failure our operation is designed to switch production from one of our centres to an alternative, ensuring continuity of supply.

AQB3.2 Accuracy and Relevance – these values are enshrined in our company culture and form part of our mission statement. We therefore operate a researcher-led system which seeks to deliver the best service to clients by combining the strengths of people and technology. Our experience is that automated searches based purely on keywords produce far too much irrelevant 'noise'. Keyword-based searches help identify coverage that may be relevant, but these suggestions need to be validated by researchers who understand the exact requirements of the customer. Additionally, coverage is often identified by traditional research, relevant to the client, but can never be flagged via keyword searching.

Each client has a monitoring brief, agreed in advance and updated over time. This serves as the central point for information about each client's requirements and is available via our intranet to all those working on a client service. All briefs include the following information as standard:
Contact details
Media required
Deadline

Delivery method
Categories
Search terms/briefing requirements
Summary requirements

Monitoring briefs are regularly updated as a result of formally arranged review meetings and informal discussions on an ongoing basis. Changes are communicated by account managers to all other members of staff via email as well as the company's daily internal newsletter. All staff undergo continual training on client briefs. The strong company values ensure that Press Data retains excellent and committed staff. We experience the lowest staff churn rate within the industry, which provides for continuity and consistency across our services, year after year.Should any items include Contracting Body keywords which are not relevant under the brief, these will be removed by the editorial team prior to delivery. For example, an organisation may not wish to receive passing mentions, obituaries or stories relating to a specific subject. Our team will ensure that these article types do not appear in the daily summaries sent to a Contracting Body. In the event that a Contracting Body is supplied with coverage that is not to brief, items will be removed from the system and briefing/keywords information will be updated as appropriate.

AQB3.3
We provide clients with a number of different summary formats according to their own individual requirements. All summaries contain hyperlinks to relevant print, broadcast and online items, delivered to deadline seven days a week. Registered users can view coverage via the hyperlinks. A "print all" function exists within both the summary and on the Portal to allow Contracting Body users to print multiple articles in one click. Hard copies can also be provided.

Summaries are written by experienced writers who understand the relevance of articles to clients and have proven ability to concisely précis this in excellent, clear, written English.

Summary items are grouped together by story and ordered according to client preferences. For example, a Contracting Body may wish broadsheet or 'quality' stories to be listed first, followed by 'mid-market' titles such as the Daily Mail and Daily Express and then tabloids.

Summary styles also vary according to individual client requirements. Some may only wish to receive a headline version for each summary item. For example:
A million pensioners to benefit from bonds
Daily Telegraph – 9 February 2015
p1 News, Steven Swinford and Christopher Hope

More commonly, clients also require a brief summary of the item itself. For news coverage, this can often be provided by the first sentence. For example:
A million pensioners to benefit from bonds
Daily Telegraph – 9 February 2015
p1 News, Steven Swinford and Christopher Hope
One in 10 pensioners will benefit from the Government's bonds scheme in the run-up to the general election after George Osborne extended it by three months.

We also provide contextual summaries for clients, particularly useful for content such as opinion pieces, editorials, letters and any other articles where it is not clear from the opening sentence what the subject is or how it relates to the client. For example:
Ofsted 'overreach' at the root of head teachers exodus, claims professional body
The Independent – 9 February 2015
p6 News,Richard Garner
Gifted head teachers of outstanding schools are quitting rather than face another Ofsted inspection, the leader of the country's biggest head teachers' organisation warns today. Even successful head teachers feel under pressure because Ofsted's demands are "constantly changing", Russell Hobby, the general secretary of the National Association of Head Teachers said. In addition to monitoring academic standards, they have to make sure they are safeguarding the pupils' interests and show they are teaching "British values".

With contextual summaries, our aim is to ensure that each item supplied provides the client with a clear indication of why it has been sent to them and the relevance for their own organisation. This in turn can help to identify:

The most important/relevant stories for internal circulation;
Stories requiring follow-up.

We will work with each Contracting Body to ensure that the summary supplied on a daily basis meets their needs. Any foreign language coverage from print sources will be translated when requested by a Contracting Body. Alongside five leading international agencies, Press Data is a founder of Global Media Intelligence (GMI), through which we provide same-day early morning delivery of news coverage from key global markets.

AQB3.4
Press Data is fully compliant with both NLA and CLA requirements, including the provision of a 28 day rolling archive.

Access to content over the previous 28 days is available on our NewsPad platform and mobile App which enables quick and easy access to this historical content. Press Data can also provide licensed solutions to access press content beyond 28 days.

Prime Research Ltd Response – AQB3

1) Global positioning, accurate and timely delivery

PRIME is able to utilise its nine wholly owned global offices to ensure that we are sourcing the right content across the world at any requested time. News never sleeps, therefore neither does our media monitoring unit. The Contracting Bodies will benefit from PRIME´s qualified staff working globally, around the clock, following the sun to make sure we deliver the relevant content accurately, on-time and to a high editorial quality.

PRIME will deliver daily news digests by email and the clips will also be available to view through PRIME's Media Navigator, subject to regional licensing laws and restrictions. An early media briefing including the relevant articles from daily newspapers will be delivered to the Contracting Body by 06:30 on the day of publication. The relevant content from evening newspapers will be delivered in the same format by 14:00, and the weekend coverage by 07:00 on the day of publication. Relevant articles from local newspapers will be available to view through the Media Navigator within 24 hours of publication and the coverage from industry publications and consumer magazines within 48 hours of publication.

PRIME has a global pool of trained and experienced editors. If we need additional resources, due to an event or crisis, we strengthen the team to handle the increase in coverage. This way, PRIME delivers on time all the time.

2) Human intelligence, client-specific linguistic filters

PRIME´s press monitoring service represents human intelligence and high quality editorial. It provides a more sophisticated approach to the monitoring process, in addition to just providing clips. In a time where coverage has proliferated and news floods our inboxes, communicators find themselves increasingly time-poor and unable to find the content that matters. Effective PR teams need to filter the relevant content from the noise they are facing on a daily basis. Built on this need, PRIME's monitoring approach saves clients valuable time in the day.

PRIME uses in-house data and research software, working with linguistic filters created by a team of language specialists. Importantly, however, the PRIME approach is more than an automated research tool. We utilise a trained and experienced research team with in-depth client knowledge to ensure the content is truly relevant to specific keywords for the Contracting Bodies.

PRIME's experienced consultants will advise keyword choices and shape a comprehensive media sample that includes opinion-leading publications that matter. PRIME delivers a media digest that is tailored to the client´s needs and allows focus on the media that matter, instead of combing through an exponential amount of irrelevant news.

PRIME does not use an automated delivery or content pushing system. All distributed services are prepared, finalised and delivered by highly-qualified Editors and News Managers. Our News Managers are in close and direct contact with the clients to learn about their organisation, needs, or important topics, to adapt processes ad-hoc and change keywords immediately when necessary.

PRIME's best practice approach is based upon the expertise developed through collaboration with leading research institutes, university professors and working

closely with our clients over the last 27 years. To achieve the ultimate cost benefit balance, PRIME monitors the content that matters from pre-agreed media lists ensuring our clients only pay for the information they need. There's no fear of hefty bills and piles of clips of minimal interest when using PRIME's monitoring service.

PRIME is not a commoditised monitoring provider and its services do not support the ineffective scattergun approach of cutting for cutting's sake. It focuses its clients on the media that matter, so they can focus their efforts on doing what matters, well.

3) Editorial expertise and accurate summaries
PRIME produces high-quality, human-edited, daily executive summaries for all press items. All articles are supported with detailed English language abstracts in addition to high resolution scans of the original articles. Executive summaries will empower the Contracting Bodies with an intelligent digest of the day's most importance media conversations in all relevant sectors.

The United Kingdom is one of PRIME´s key markets, and the Contracting Bodies will benefit from the insights and the knowledge of our editors in the domestic media landscape. PRIME will monitor all relevant coverage from the daily national and regional newspapers, the main local sources, evening and weekend newspapers, as well as consumer and industry publications.

PRIME holds a skilled and talented team with editorial experience and sector-knowledge to guarantee editorial expertise and premium knowledge. We can also rely on our existing in-house language capabilities covering 30+ markets. Native speakers of over 50 languages across the globe ensure accurate translations of relevant foreign content.

PRIME always works in partnership with its clients. The result is specific knowledge about the client, their topics, issues, needs and guidelines, which leads to accurate, relevant summaries in an appealing and digestible format.

4) PRIME's Media Navigator: The multi-functional archive tool
PRIME will deliver the daily news digests by email, but items will also be available to view through PRIME's Media Navigator, where all print clips will be available to view for 28 days subject to regional licensing laws and restrictions.

The Media Navigator includes an archive of the media digests sent out by email, but also gives easy access to archived news with an array of filters, including timeframe, event and campaign filters, media type, outlet, region, journalist, business unit and free search filters. DIY press clipping books can be created with instant drag and drop functionality to select articles to produce professional outputs in pre-designed Contracting Body templates. For all formats, the content can include headline overview, abstracts, full text, original layout / scan, and further information including title of the publication, page number, and author. Our highly advanced news services also allow clients to push content directly to social media via integrated social engagement tools within the emails and the Media Navigator.

AQB4 SOCIAL MEDIA MONITORING

The Authority requires the Potential Provider to provide an effective Social Media Monitoring service, as set out in section 18 of Attachment 9 Framework Schedule 2 Part A ("the Requirement").

Please outline how you would provide Contracting Bodies with an effective Social Media Monitoring service.

AQB4 Response Guidance

Your response should clearly demonstrate how you would provide an effective Social Media
Monitoring service and must include:

1) How you would identify appropriate social media channels to monitor to ensure that your service provides comprehensive coverage of social media items relevant to the Contracting Body.
2) The process you would use to ensure that the social media items containing the specified keywords are relevant to the Contracting Body's requirements.
3) How you would ensure that the social media items are delivered to the Contracting Body in real time.

Responses should be limited to and focused on the specific question posed. Potential Provider's should refrain from including generalised statements, information not relevant to the topic and information related to marketing of your organisation. Attachments and additional documents will not be taken into account.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the points in this Response Guidance in the order they are listed above and highlight which point (1 to 3) you are responding to.

Marking Scheme	Evaluation Guidance
100	The Potential Provider's response has fully addressed all 3 of the component parts of the Response Guidance above, demonstrating their full ability to meet the Requirement
66	The Potential Provider's response has only fully addressed 2 of the 3 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
33	The Potential Provider's response has only fully addressed 1 of the 3 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
0	The Potential Provider's response has NOT fully addressed any of the 3 component parts of the Response Guidance above, demonstrating a limited ability to meet the Requirement or no ability to meet the Requirement OR A response has not been provided to this question.

Gorkana Group Ltd Response – AQB4

The service outlined in this section is for a Contracting Body to have access to a Tool which will be setup by Gorkana and managed by users at the Contracting Body with ongoing support from Gorkana. We offered fully managed services and social media analysis service that are available as an add-on to these services.

1. Channel Monitoring: Gorkana's Social Media monitoring solution is a powerful listening and analysis platform that enables clients to monitor social media conversations across a broad range of networks and websites. Social media platforms covered include, but are not limited to, major social networks, (such as Twitter and Facebook) and millions of blogs, online news sites, forums (such as Reddit), review sites (such Trip Advisor) and ecommerce sites (such as Amazon).

We have over a decade of experience in providing social media analysis solutions and have worked with a number of UK government departments for several years. At Gorkana we pride ourselves on the collaborative and consultative approach that we take with clients and we have a wealth of experience in setting up sometimes very complex monitoring requirements for clients across both mainstream media and social media.

For all clients taking a social media service with us we will have a specialist on-boarding team available to advise the client on the best approach to take to ensure that coverage is both comprehensive but also as relevant as possible. In setting up effective social media listening and analysis programmes having the right technology is important but equally, if not more important, is having the know-how to apply this technology to the specific needs of the client.

Channels

Our general approach is to capture relevant content from as many sources as possible through the search queries. This pulls relevant data into the client's project from where individual users can build their own dashboards and filter content to specific channels they want to look at. Users can, for example, easily exclude Twitter from their results or focus only on Forum posts.

In our experience, clients typically want to capture content from as many channels as are available provided the content is relevant, from a real person (i.e. not a bot) and from the right geography.

Geography

If geographic restrictions are required these will be defined through the briefing process, for example the Contracting Body may want only content originating from the UK. Depending on the channel in question, different approaches may need to be taken to ensure only UK content is returned. For example Twitter provides some demographic data and we can also determine a user's location from their profile. Facebook presents a harder challenge as Facebook does not provide geographic data to third party monitoring services and author profiles can't be scanned. So to capture content from Facebook we have to make sure that terms we are looking for are UK-specific in order to ensure we are returning accurate results. For other websites, such as blogs we firstly look at the site's domain (for example .co.uk) to check that it's a UK

site. Otherwise we look at the IP address of the server and use this to determine location. A challenge with some sites, like Forums, is that whilst the site may be hosted in one country users post from all over the world and we do not get geographic data on individuals posting on the site (typically people want to also post anonymously). As with Facebook monitoring we have to ensure that the content is relevant to the UK. For example, if someone says "The Foreign Secretary is great" and we know they are posting in the UK we can assume they mean the British Foreign Secretary. But if they are posting on an international forum we have to look for other terms like "UK" or "British" or "Hammond" or "FCO" to make sure they aren't referring to the Foreign Secretaries of other countries.

2. Relevance: We will work with the Contracting Body to define a social media monitoring brief which will form the basis for our search setup.

Social Media monitoring in the public sector can be significantly more complex than social media tracking for brands. Typically, social media monitoring for brands is focussed around what people are saying about their brand and their competitors. Monitoring for mentions of the Contracting Body will form an important part of our listening but the difference when it comes to public (or voluntary) sector social media monitoring is that the focus is more often on what people are saying about certain issues or people or events. This thematic, rather than brand-based listening is a great way for a Contracting Body to gain insights into trends and stakeholder groups in a way that isn't possible with things like surveys or other forms of primary research. It can also be a great way to alert the Contracting Body to new issues that may require a rapid and/or coordinated response.

We have lots of expertise in carrying out thematic-based listening and have won awards for the Horizon Scanning work we do with Defra which has achieved national media coverage. We go beyond simple lists of keywords with clients to understand specifically what it is they need to know and configure services based on needs.

One big advantage we have over other social media monitoring platforms is that we have a broader range of search operators at our disposal that allows us to pinpoint only those items that are of most relevance to our clients. In addition to Boolean staples like AND OR NOT and language and geography settings we have more advanced operators that can filter using case sensitivity, authors, specific sites, proximity searches and the ability to construct complex nested search queries (i.e. one set of criteria that needs to be in relation to another set which in turn is related to a third set but excludes a fourth). There are a total of 22 search operators with our service.

To ensure accurate results we go through an iterative process of creating search strings, testing the results, refining the search, and testing again. When we are happy with the results of our internal testing we will invite the client to also review the results.

3. Delivery: The speed at which content is made available in a dashboard will depend on the channel and site in question. For Twitter we use an API that enables full access to the Twitter 'firehose' meaning tweets are pulled into dashboards within a matter of seconds after publication. Content from Facebook and other API-based feeds also come through within a matter of seconds or minutes from publication.

For online news sites, blogs and forums content is gathered through web scraping. The frequency at which content is scraped varies depending on the site in question with high volume sites being scraped more frequently than sites that only have new content intermittently. This is done to ensure that the 'spiders' that do the scraping operate as efficiently as possible. Content from 'scraped' sites will be made available in dashboards as soon as it is gathered, which will be anything from a couple of minutes up to a couple of hours after publication.

Dashboards can be set to display content for a defined period between two dates or to show data for the last X hours, days or weeks. If the latter option is selected then each time a dashboard is opened it will include the latest, 'live' data available in the system. In a dashboard users can see a feed of content on the mentions view page. Charts can be updated with the latest data simply by refreshing the dashboard.

Email alerts can also be configured to alert users when new items are found that match specific criteria. Accounts subscribed to up to 100,000 mentions or more can receive alerts when a 'spike' in items occurs. The threshold at which this triggers is user-defined and is based on volumes within an hourly period being a specified percentage above what is typical for that time of day.

Precise Media Monitoring Ltd Response – AQB4

As the leading provider of Social Media Monitoring services to UK PR and communications clients, servicing c.500 clients, with an excellent track record of reliably delivering comprehensive monitoring and insight to clients across the public and private sectors, we confirm that we can meet all of the requirements specified under section 18 within Attachment 9 of the Framework Schedule, tracking relevant mentions of each Contracting Body as well as key topics, across all publicly accessible social media channels including Twitter (full Firehose), Linkedin, Facebook, blogs, public forums and comments.

Identifying Comprehensive Social Media Channels

Our Dedicated Framework Unit will run a briefing session with each Contracting Body and our social media team to discuss:
- Key areas of interest to the Contracting Body across social media, including issues, announcements, individuals, topics, campaigns and peer organisations.
- Any on-going or forthcoming proactive digital communications activity.
- How the team use social media and the split of responsibilities for social media activity amongst the divisions within the Contracting Body.
- Who the internal audiences are for the social media service and the type of information each user needs to extract from the Media Platform.

Following this briefing, we will run a pilot of the social media service to test search terms, analyse initial results and build relevant analysis dashboards according to the content and insights required by the Contracting Body. The trial will also allow us to identify the resource that is required for each service before it is implemented, as this will vary according to the size and scope of the requirement. The pilot period will provide the Contracting Body with advice and guidance to ensure the delivery of key content and insight from appropriate social media channels.

We may recommend that Contracting Bodies use a combination of real-time social media monitoring via our Media Platform alongside weekly or monthly qualitative social media analysis reports produced manually by our evaluation analysts. This approach will provide real-time visibility of conversations in social media as well as meaningful insight based on the tone and impact of social media activity.

We approach social media analysis with the same rigour as mainstream media analysis. We will work with each Contracting Body to define a brief outlining the metrics that the Contracting Body wishes to track (such as sentiment, topic / issue, messaging, campaigns, benchmarking, emerging themes or risks), a summary of how the analysis will be used internally at the Contracting Body and an explanation of the key areas of interest / key learnings the client wishes to consider. Our analysts will then manually code all or an agreed sample of social content and write a report containing charts and insightful commentary on the results of their qualitative analysis along with quantitative statistics such as potential audience reach, trends over time, engagement levels and the impact of activity enabling the Contracting Body to refine and adapt their social media and broader digital strategy accordingly.

Ensuring Relevancy:

Our highly experienced Dedicated Framework Unit will take responsibility for managing search queries and ensuring relevance of social content and keywords for each Contracting Body. Many clients struggle to implement and manage their own searches queries when using self-service, social media platforms. Our approach is to

leverage the expertise we have in-house by creating social media monitoring briefs in the same way we build mainstream media monitoring briefs. Our Quality Assurance team will implement every search stream, taking responsibility for any changes throughout the term of service. We will test each search to make sure it is delivering comprehensive and accurate results and can filter to ensure relevancy, refining the search queries to cut out irrelevant noise.

In addition to monitoring mentions of the Contracting Body, we can also track mentions of peer organisations, issues, topics, individuals such as key ministers and campaigns, events and policies.

We can also set up additional Key Influencer alerts to identify relevant tweets from a defined list of key influencers on twitter such as journalists, MPs and other opinion formers. We will perform research to qualify these individuals based on their Klout score, number of followers and overall influence in relation to the Contracting Body. Customised email alerts will be delivered within five minutes of a post appearing.

Delivering posts via email will proactively alert Contracting Bodies to influential mentions that potentially require a response or escalation, providing real-time visibility of posts that have genuine audience reach and impact. This capability has been developed for corporate clients such as EDF and HSBC, and adopted by a number of key public bodies including the NHS, Bank of England and NAO.

An added benefit of tracking a targeted list of influencers is the ability to search against more generic search terms without generating a high volume of irrelevant social coverage. For example using a stand-alone search term such as 'Open Data' will generate a high volume of irrelevant posts. However, if we use the keyword 'Open Data' in a smaller, targeted, list of influencers we can ensure that all posts delivered are relevant to the Contracting Body's brief.

Real Time Delivery
We are able to deliver the results of our social media monitoring in real-time via email or online via our Media Platform and our Mobile app. Our social media monitoring service is unique in enabling users to view social media content alongside mainstream news in a single archived timeline within our Media Platform. Content can be analysed to quickly identify the impact of social media on the profile of the organisation and to enable users to target communications activity more effectively, across the most appropriate media channel.

We are able to collate and categorise all content that mentions particular search terms or which relates to particular topics in order to enable each user to interrogate the social content. This categorisation can be customised according to the requirements of each Contracting Body. Although content can be delivered in real-time via emails, most clients choose timed deliveries to cut down on excessive mail each day.

Content can be filtered within our Media Platform according to measures such as: Category, Search Term, Social media channel, Date, Time, Author, Hashtag, Klout Score, Comment thread size and Twitter Follower count. Comprehensive and regular platform training will be provided as required.

Another effective tool within our Media Platform is our Real-time Interactive Presentation Layer (RIPL). RIPL is a visual display of the content generated by monitoring keywords across social media. It provides an 'early warning' system to

users and can be set to track the topics that are being discussed within social media by key influencers such as sector-specific journalists or key opinion formers like MPs. Clients such as the Bank of England display RIPL on a big screen in their Press Office 24 hours a day so that all members of the digital communications team have visibility of real-time emerging topics and issues.

In addition to the search functionality, our Media Platform will enable Contracting Bodies to create customised charts and dashboards based on their specific requirements. From the outset of the service our Dedicated Framework Unit will take responsibility for setting up charts and dashboards for each user according to feedback gathered during the initial set up stage. As services evolve, analysis of the social data within our Media Platform will enable users to track specific areas of interest such as campaigns, policies or issues. Each user will have the ability to create an unlimited number of customised charts and dashboards independently or with the support of our dedicated team.

Press Data Ltd Response – AQB4

Press Data confirms that it fully meets the requirements for Social Media Monitoring for Lot 1 as detailed in Attachment 9, 18.1 – 18.6.

AQB4.1

Press Data adopts the same client management methodology to social media monitoring as we do to all our monitoring and analysis solutions. This begins with listening to and understanding what the objectives of the Contracting Body are. Unlike mainstream media, which can be defined and delineated, social media does not follow traditional rules and patterns. How organisations engage in social and what they require from it, whilst aligned with their overall communications strategy, require an adjusted approach. However certain rules do apply, such as defining search parameters and sources. This approach is critical to ensure that the higher level of "noise" in social does not overwhelm and therefore invalidate the monitoring.

We therefore use our expertise to identify appropriate channels as well as define the search criteria. This is based on three years of experience of monitoring social media alongside mainstream media. Similar to our analysis approach, we aim to set Smart Objectives following a collaborative meeting with the client. We clarify what they are aiming to do – whether it is simply listening to conversations, identifying who is engaging with them, or looking to engage outwards. We identify the audience they wish to monitor or reach and recommend appropriate channels to achieve this. Each solution is customised to the exact requirements of the client.

Our powerful social media monitoring solution provides clients with coverage from a wide range of social media platforms, including but not limited to:

- Blogs
- Facebook
- Flickr
- Forums
- Foursquare
- Google+
- Instagram;
- LinkedIn
- Soundcloud
- Twitter
- Vimeo
- Weibo
- YouTube

Coverage can also be searched for across multiple countries and languages. Importantly, our tool incorporates access to the full Twitter Firehose. This is the only way to access 100% of tweets matching client requirements in real time. There are other available options for sourcing Twitter content, including Search API and Streaming API, but both of these provide only a sample of relevant coverage. Whilst the Search and Streaming options may work well for individuals or companies looking for general trends, the Firehose is essential for any Contracting Body wishing to ensure that it sees 100% of tweets and is able to monitor in real time any developing stories. For example, comments from patients attending a newly-opened hospital for the first time could be monitored and actioned/responded to as required. Similarly, up-to-the-minute tweets can be extremely useful in deteriorating weather conditions, alerting organisations to a range of issues such as fallen trees, flooding, snowfalls etc.

Each search will be set up to meet the exact needs of the Contracting Body. For example, an education authority may only wish to see social media content from Facebook, Twitter and YouTube and to limit the search to the English language. Similarly, another organisation may wish to see all coverage across all channels/countries/languages then look to filter out anything deemed irrelevant.

AQB4.2
Our approach to social media monitoring is slightly different to 'mainstream' print/broadcast/online. With the latter, our team of researchers work alongside technical solutions to deliver relevant content to the client, filtering out stories that are either not relevant or not required. Because of the sheer volume of social media coverage (an estimated 500 million tweets are sent per day), manual filtering is clearly not realistic. Instead, we work with clients to get the monitoring tool working as efficiently as possible, filtering out search terms that we know are irrelevant and blocking sites/users as required.

As a process this can take a little time to fine-tune. Whilst there is an understandable need to filter out as many false positives (sometimes referred to as 'noise'), it is important that this should not be overdone – i.e. where relevant results start to be excluded.

Many of these questions will become a bit clearer one we have engaged with a Contracting Body and ascertained what coverage is required. Some organisational searches may require very little in the way of filtering, with the bulk of results being relevant. Others however may require a significant amount of fine-tuning, something that we regard as very much an ongoing process. For example, the Scottish Environment Protection Agency shares the same acronym as a number of other organisations across the world. To reduce the number of false positives generated via social media, we have taken the following steps in conjunction with the client:
- Search language – limit to English;
- Many irrelevant keywords/phrases excluded – i.e. 'Science Education Partnership Awards', 'State Environmental Policy Act', 'Single European Payments Area' and 'Social Engineering Protection Appliance';
- Where coverage refers merely to the 'wrong' SEPA, websites and Facebook/Twitter accounts have been blocked. For example, where SEPA is being used to describe weather conditions in South East Pennsylvania.

We will work with each Contracting Body on an ongoing basis to ensure that the social media monitoring tool returns as many relevant results as possible. Where we see patterns of irrelevant content or websites/users that are clearly referring to another organisation, we will assist the Contracting Body in applying any blocks or filters that may be required. Our approach is about continual active management and collaboration.

AQB4.3
Our solution provides for real time alerts, which are delivered via email. The easiest way to ensure that coverage is delivered in real time is to create an alert for the coverage that the Contracting Body wishes to see. This is a straightforward process and provides the user with several options, including:
Alert name
Recipient addresses
Format type (i.e. HTML, Word, PowerPoint)

Trigger type (i.e. new results, schedule)

A simple HTML alert, set up to deliver within five minutes of any new results being returned, is the easiest way for a Contracting Body to keep up to speed with social media activity. In addition, alerts can be collated into a single daily package or scheduled at specific times. Alerts are also available to view on our web platform.

Prime Research Ltd Response – AQB4

1) Comprehensive but relevant social media channels

PRIME has significant experience at monitoring and measuring social media for many of the world's largest organisations. Any provider can gain access to the available content, the skills comes in delivering insight from the relevant channels. Working with PRIME will ensure you monitor the social conversations that matter and that you listen, analyse and draw insights from them with best-practice.

While PRIME's social media capabilities cover an extensive array of social platforms (including but not limited to Facebook, Twitter, Instagram, LinkedIn and YouTube etc.), PRIME consultants will work closely with each Contracting Body to ensure we only monitor what matters in the places that are important to the Contracting Body's requirements. A collaborative approach will be taken to utilise our industry experience alongside the client to establish which conversations are relevant.

2) Constantly sorting signal from noise

PRIME's social media approach is focused on PRIME doing the 'heavy lifting' for our clients using a detailed and complex list of queries, searches and filtering to provide 'clean' data and only the content that is relevant. This means that we do the hard work, running the queries, following the conversations and ensuring meaningful content ends up in a focused data pool. This will leave Contracting Bodies with meaningful conversations, relevant to the key topics, without the 'noise'.

We understand that conversations can change rapidly and thus provide flexibility for configuration changes as new stories, threads or topics become relevant. Working closely with our clients and their industries, it is often our team that recommends changes in topics and key words. Our approach works well for organisations that are fed up of sifting through the 90% of social content that is largely irrelevant to their organisation.

PRIME's Conversation Suite is web-based, requires no custom IT requirements and is compatible across all major operating systems and browsers as well as mobile devices. Employing a team of 35 developers and 15 linguists, PRIME is focused on keeping its cutting-edge product working seamlessly, reliably and accurately.

3) Real-time insights with PRIME's Conversation Suite

The Conversation Suite portal is designed with client needs at its core. It monitors and analyses vast amounts of content providing extensive metrics and presenting the information in stunning charts and visuals delivered in real-time using the latest automated analysis techniques.

Unlike many other tools, PRIME's Conversation Suite is fully dynamic presenting new data in its graphics in real-time, all of the time. The Conversation Suite updates automatically with the latest information without the need to press a refresh button, log out and log back in etc. There is also full mouse-over information for all charts and graphics presenting the numbers that sit behind the visuals. This means that our clients can be assured that they're seeing the latest data at any point without the need to remember to update all of the time. In addition to this, Conversation Suite contains historical data maintaining an effective archive of content.

PRIME's Conversation Suite provides access to a vast array of different data visualisations from an extensive list of metrics, each easy to choose and use. These

include line charts, tone charts, bar charts, pie charts, word/topic clouds etc. These different components can be brought together to create customised dashboards looking at individual areas of interest, concern or opportunity.

The dashboards can be built and configured by the Contracting Body's staff or by PRIME's dedicated account team. The Conversation Suite features full drill-down functionality right back to the original content behind the analytics. It presents the content as it was published online and also provides easy to use functionality to allow our clients to respond, if appropriate, from within the platform.

The Conversation Suite has a powerful geo-location capability developed in-house by PRIME's team of IT specialists. The Conversation Suite delivers geo-location intelligence from global down to street level allowing our clients to see where social media content is emerging geographically and which regions are becoming hotspots around topics. Our clients have significant input into our product development roadmap. This ensures that PRIME's Conversation Suite remains at the head of the pack for communications teams' functionality requirements.

PRIME currently uses the following third party APIs:
- Datasift: Social Networks (including access to the full Twitter Firehose)
- Moreover: Blogs and Forums
- Trendiction / TalkWalker: Blogs and Forums
- Socialgist: Social Networks

Working with diverse global teams and wide array of differing client needs, PRIME is experienced at handling significant support and training requirements in different locations and also supporting multiple users and log-ins. PRIME will run a number of training sessions to ensure that Contracting Bodies key staff are totally comfortable using the service, including when new team members join. This training and support can be conducted in person or over the web and is structured to happen in a manner which is most convenient. In addition, detailed user guides will be distributed and made available via the Conversation Suite for download, providing guidance, best practice support and tips.

AQB5 ONLINE MONITORING

The Authority requires the Potential Provider to provide an effective Online Monitoring service, as set out in section 17 of Attachment 9 Framework Schedule 2 Part A ("the Requirement").

Please outline how you would provide Contracting Bodies with an effective Online Monitoring service

---

AQB5 Response Guidance

Your response should clearly demonstrate how you would provide an effective Online Monitoring
service and must include:

1) How you would identify appropriate online channels to monitor to ensure that your service provides comprehensive coverage of online media items relevant to the Contracting Body
2) How you would ensure the summary information provided with each online item is accurate.
3) How you would ensure that the online items are delivered to the Contracting Body in real time.

Responses should be limited to and focused on the specific question posed. Potential Provider's should refrain from including generalised statements, information not relevant to the topic and information related to marketing of your organisation. Attachments and additional documents will not be taken into account.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the points in this Response Guidance in the order they are listed above and highlight which point (1 to 3) you are responding to.

Marking Scheme	Evaluation Guidance
100	The Potential Provider's response has fully addressed all 3 of the component parts of the Response Guidance above, demonstrating their full ability to meet the Requirement
66	The Potential Provider's response has only fully addressed 2 of the 3 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
33	The Potential Provider's response has only fully addressed 1 of the 3 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
0	The Potential Provider's response has NOT fully addressed any of the 3 component parts of the Response Guidance above, demonstrating a limited ability to meet the Requirement or no ability to meet the Requirement OR A response has not been provided to this question.

Gorkana Group Ltd Response – AQB5

Gorkana provides its monitoring of online content via the same methodology as its print content, as detailed in section AQB3. The process of Optical Character Recognition (OCR) technology complemented by full human editorial review ensures accuracy and adaptability so that Gorkana can match the complex and nuanced subtleties of client monitoring requirements across all media types.

Point 1: Gorkana monitors thousands of websites (distinct from our social media offering, which covers millions more) which are broken down into numerous categories so that customers can easily define their required reading list. Gorkana's account management team will liaise with customers around these categories to suggest the most viable for their specific agenda, should they wish not to take the entire web and wire media solution. Customers can elect to define a highly bespoke list of titles from the online media list if so required, mixing individual sites across categories. Gorkana also has access to readership and traffic data which can help customers further define a bespoke list of sites within a sector if so required.

We are always happy to look into the addition of websites not covered within our existing online repertoire and these will be discussed with our Head of Content to assess viability (reliability of supply, copyright, relevant content) and suitability.
In addition, any web and wire content not currently provided by Gorkana as part of its service can still be included within customer evaluation as long as Gorkana can access the content via external links.

Points 1 & 3: Web and wire content is produced and prioritised in the same manner as wider Gorkana media and undergoes the same quality assurance and production processes detailed in AQB1 and AQB3. As with content for other media types, Gorkana can provide fully contextualised editorial review and customised delivery of content to specific user groups who have sub-set requirements within web and wire coverage. Web and wire content is provided within email alerts and on the portal with the full supporting data specified within the service requirements.

Point 2: As with print monitoring, summaries are available with each clip if required, with different formats and content dependent upon the requirement. Standard summaries provide an overview of the immediate content around the keywords in question, whilst editorial summaries are a human redaction providing a précis of the article focusing on the context of the keyword. Editorial summaries are extremely popular across central government and large scale services as they provide a clear overview of the item allowing for quick review of large quantities of clips, allowing users to determine which clips they wish to read in full if time dictates that they need to prioritise. Furthermore, these summaries (which equally apply to print monitoring) are copyright exempt and as such allow for media intelligence provision across a wide audience within an organisation, as they are able to be shared if provided separate to the clip and can even be hosted on an intranet or website.

Point 3: Web and wire content is monitored continuously and can be provided as both a standalone brief for immediate despatch as per the specification requirement or as part of an integrated media intelligence solution (as many of our clients already employ) which sorts content alongside other media types to allow for holistic review

(easily filterable by media type on the web portal.). This latter process will not include immediate despatch, as the delivery requirements for this service are determined by wider service requirements and typically customers want integrated content delivered at specific points across the day. It is certainly possible, however, for clients to take a holistic solution but to isolate the web and wire content specifically for automated immediate despatch.

Gorkana works with all customers to identify communications priorities and construct a service around these – hence a multitude of segregation and delivery options (and frequencies) are available. Your Account Director and monitoring Account Manager will discuss these in full in advance of any service going live (or as a potential amendment to an existing service) and we are happy to provide trial deliveries to demonstrate options in practice.

Gorkana web and wire content can be delivered in the usual email alerts and accessed via the portal, both as pdf clips or as a web page, and via direct link to the original source URL. Gorkana is also the only provider in the media intelligence industry to incorporate full monitoring of gallery sites within its provision. In addition to the web pdf/external url link, Gorkana also provides the option to view online content as text-only pdfs (also optimised for mobile access) for easy review, therefore offering a range of options for a customisable user experience.

Precise Media Monitoring Ltd Response – AQB5

We are the leading provider of Online Monitoring services in the UK, servicing c.2,500 clients, with an excellent track record of reliably delivering comprehensive online monitoring to clients across the public and private sectors including the Scottish Government, Bank of England, National Audit Office, Environment Agency and Greater London Authority. We deliver monitoring services from the UK's largest list of online media sources and will be flexible in meeting the specific requirements of each Contracting Body. We confirm that we can meet the requirements set out in 17 within Attachment 9 of the Framework Schedule.

Identifying Appropriate Channels

Our Dedicated Framework Unit will supply Contracting Bodies with content from the most comprehensive list of 60,000 online sources. We have the ability to expand this list to a global scope or reduce it to reflect highly targeted sources as per the Contracting Body's requirement. Our extensive database incorporates the online versions of the traditional print media, supplied through the NLA's eClips web feed, alongside a vast number of additional web sources.

The size and breadth of our public sector and private sector client base ensures that we maintain a relevant database of sector and topic-specific online media sources. Our clients are also supported by our in-house media team who constantly ensure our online media list is up to date with content from the most critical online sources across the UK and at a global level. We have an in-house IT development team of over 30 staff that continue to develop and innovate our online monitoring services. We add a considerable number of new sources each year in response to client demand.

We use a combination of market leading technologies dedicated teams of experienced editors to source, search, select and edit online content. These editors work specifically for clients including Whitehall departments, key public bodies and regulators, councils, cultural bodies, trade unions and political parties. The team has a detailed understanding of issues pertinent to the Contracting Bodies within the Framework. This sector focus will ensure that our team remains continually aware of the issues and news flow relevant to the sector and each organisations activity.

Our methodology involves understanding complimentary terms and topics that are associated with any defined keyword. This will be carried out through detailed discussions with each Contracting Body and further research carried out by the editors in our Dedicated Framework Unit. The result of this process will be a detailed brief that is developed and maintained on an on-going basis.

Our methodical and robust process involves:

- A search of our in-house database using bespoke search strings, containing the full breadth of topics and specific keywords related to each Contracting Body's brief. Our in-house editors will review each article selected through our search technology and make editorial decisions as to whether it is accurate and relevant to the Contacting Body. The team's public sector awareness will provide an additional layer of verification ensuring that only relevant content is delivered. Each article will then be categorised according to each Contracting Body's specifications. For example, the Environment Agency chooses to have its online content categorised by region to enable easy interrogation of the content. Content is then delivered to Contracting Bodies via email within daily coverage alerts and through the Media Platform.

Where a particular story is running across multiple online sources our editors can, if required, de-duplicate online coverage to send only one version with the option of additional coverage reported within an 'also-in' template which reduces the number of summaries and contains costs.

Summary Accuracy
Each Contracting Body will receive a summary to provide context to the online mention when delivered in real-time. Online coverage is delivered with high quality full colour PDF images as well as a link to the original content URL online.
Each online item delivered to the Contracting Body will include: title of the article, headline, summary, website, author, date of publication, date of delivery, article link and a link to a PDF of the online item, as per framework stipulation. Recipients can also view additional metadata within the Media Platform at no added cost which includes volume, value, reach, OTS. Summaries include a short two line reference of each article. Each summary goes through our editorial process to check for accuracy and relevance before being delivered to a Contracting Body.

Each Contracting Body will be able to contact their named client services manager at any point during the contract term to amend or update search terms on a 24/7 basis. Keywords and topic areas can be changed at any time throughout the contract. Changes are typically applied within an hour of request, 24/7. Our client services team will also advise on the best search terms to reach the most relevant content, based on their extensive experience with public sector clients, and proactively contact contracting bodies to make suggestions in response to breaking news or related activity.

Staff training and development is critical to our approach to the monitoring of online news content. We offer the highest levels of staff training and support in the industry, and ensure that we provide our in-house editors with a robust, cogent understanding of each Contracting Bodies nuanced requirements. We have a dedicated training facility in our City-based offices, and our ISO 9001 accreditation attests to our commitment to training and quality assurance of all our staff.

The nature of online content means that a large volume of material can be produced when using keyword searches. In order to ensure clients are not overwhelmed with content, the refinement applied by our editors ensures that Contracting Bodies receive only relevant material. Our client service teams will also advise and employ processes that avoid excessive delivery by using customised reading lists, combinations of keywords and intelligent use of our search software to ensure delivery accuracy is optimised throughout the contract.

Real Time Delivery
Online items can be set to deliver in real-time with instant news alerts within minutes of a story breaking or at fixed points during the day (i.e. at 07:00, 09:00, 12:00,17:00) depending on preferences and the news agenda. Real time alerts will be delivered by email and simultaneously uploaded to our Media Platform and made available through our Mobile app. The preferences for real time alerts can be changed at any time during the contract based on the needs of the Contracting Body.

For example, we offer this level of flexibility to many public and private sector clients who receive real time news alerts for online content, set to deliver to their regional teams. This search is set up and managed by our Public Sector & Industry team to

pick up mentions of agreed search terms from a list of specific regional online news sites based on their geographical location i.e. North East, North West.

Our Media Platform will enable the Contracting Body to review and share online coverage in real time and access immediate analysis of any key trends and themes. Online articles are presented within the Media Platform alongside other media channels (print, broadcast, social media) enabling the user to understand the impact of media coverage across both mainstream and online media via one platform.

In the interest of managing copyright licensing we can also set deliveries to include or exclude links to the original online articles, based on individual users' preferences. Our client service team and in-house copyright advisors will be available to help guide any Contracting Body on the best approach in this area.

We have arrangements in place with both the Financial Times and The Times newspapers so that, should the Contracting Bodies have the appropriate licenses in place, pay-walled content can be accessed directly from email alerts and the Media Platform, for ease of use.

Press Data Ltd Response – AQB5

Press Data confirms that it fully meets the requirements for Online Monitoring detailed in Attachment 9, 17.1 – 17.7.

AQB5.1

Our online monitoring service provides a valuable resource for all clients and is tailored to meet each individual requirement, from the widest global scope to focused, regional activity. Online monitoring is an area of significant automation due to the enormous potential content set. The Press Data approach is to ensure that we provide comprehensive coverage, around defining sources and accurate search criteria, whilst minimising irrelevant coverage. It is the mixture of technology and human research that we specialise in. Online content can be delivered separately to other media monitoring, and in real time, or co-mingled with press, broadcast and social. If required, both delivery solutions are available together.

Like our press monitoring, our team will validate and check the relevance of content. Whilst not as extensive as the social media content set, online news provides challenges around the substantial number of potential sources and a key element of any process of online monitoring is to ensure that relevant sources are monitored. Our metabase includes content from over 80,000 global news sources and 3m blogs in multiple languages. It is updated in real time and provides clients with the online coverage they need to see, enabling them to stay on top of stories in a media landscape that changes every minute of the day.

As with all Press Data monitoring solutions the key to ensuring that clients receive the online coverage they want to see is for us to have a clear understanding of their requirements to define the parameters of the solution. We listen and understand, identifying in collaboration with the Contracting Body what their objectives are. Whilst we have the content from over 80,000 global sites, any particular organisation may only wish to see news from key sources relevant to their activities. Whilst some organisations may have an awareness of what is relevant to their area of interest, they may not have full visibility of what is available. Our account managers can search the topic, country and ranking to identify potential sources of relevance to be included in a source list.

Although our system is based on standard Boolean search strings, coverage can also be filtered in a number of other ways, including:

Language
Location
Date
Source ranking (1-4, with 1 including for example bbc.co.uk, news.sky.com, telegraph.co.uk)
Source

The Source option in particular can be very useful when clients require narrow, focused searches. For example, a health authority located in the south of England may have a list of 50 online sources they wish to monitor very closely, with any relevant stories about their authority included in their daily email summary. It is also possible to exclude sources from online searches. Again, this is a simple process to administer and one that can help to reduce the number of false positives and therefore increase the proportion of relevant coverage.

Most significant, and in common with our print and broadcast monitoring services, is our focus on providing a researcher-led, intelligent online monitoring service.

Online coverage that sits alongside print and broadcast stories for our clients is never automated. Our system is used to set up queries as per client requirements, but our research teams review this content and decide whether to allocate it, using the monitoring briefs for guidance. In addition to sending relevant content, we also see it

as very much our role to exclude irrelevant stories of little value to the client. The human element is vital to ensure the delivery of a coherent online monitoring service, for two main reasons:
• There is a substantial level of duplication and republishing of online coverage;
• Many publishers regularly change headlines to help drive web traffic as it is picked up as 'new' coverage.
In most cases making changes to online monitoring searches is straightforward. For more complex requirements, we will work with each Contracting Body to ensure that the search, combined with our researcher input, generates the required level of coverage.
AQB5.2
Press Data provide clients with a number of different summary formats according to their own individual requirements. Most receive an email summary containing hyperlinks to all relevant print, broadcast and online items on a daily basis and delivered to deadline, seven days a week. The same coverage can also be viewed by accessing the NewsPad web platform.
Summary items are grouped together by story and ordered according to client preferences. For example, a Contracting Body may wish stories from key websites (i.e. BBC News, Sky News) to be listed first, followed by online versions of newspapers and other sources such as consumer/trade sites.
Summary styles often vary according to individual client requirements. Some clients may only wish to receive a headline version for each online summary item. For example:
Aer Lingus Regional launches new Glasgow-Donegal service (web)
Daily Record – 2 February 2015

More commonly, clients also require a brief summary of the item itself. For news coverage, this can often be provided by the first sentence. For example:
Aer Lingus Regional launches new Glasgow-Donegal service (web)
Daily Record – 2 February 2015
Aer Lingus Regional, which is operated by Stobart Air, launched its new four flights a week service from Glasgow Airport today.

We also provide contextual summaries for clients, particularly useful for content such as opinion pieces, editorials, letters and any other articles where it is not clear from the opening sentence what the subject is or how it relates to the client. For example:
Standard Life Sees More Takeovers After U.K. Pension Rule Change (web)
Bloomberg – 6 February 2015
Standard Life is looking to buy more regional firms to grow its financial advice business after acquiring wealth manager Pearson Jones from Skipton Building Society. Includes comment from Barry O'Dwyer, managing director.

With contextual summaries, our aim is to ensure that each item supplied provides the client with a clear indication of why it has been sent to them and the relevance for their own organisation. This in turn can help to identify:
• The most important/relevant stories for internal circulation;
• Stories requiring follow-up.

We will work with each Contracting Body to ensure that the summary supplied on a daily basis meets their needs. Any foreign language coverage from online sources will be translated when requested by a Contracting Body.
AQB5.3

Press Data confirms that it will deliver real time alerts to Contracting Bodies. We have significant experience in this sector and will work closely with Contracting Bodies to ensure they get the exact real time alert solution they require. There are three main options available to each Contracting Body for accessing online content:
• Receive relevant online coverage on a daily basis via email summary and web/app platform;
• Real time alerts via email;
• Both of the above;
To ensure real time delivery, Press Data has two systems running concurrently. Firstly, our metabase scrapes news sites on a continuous basis, in real time. Secondly, our online breaking news research team work with this metabase, as well as other search facilities, to continuously monitor on behalf of our clients. Alerts can be sent direct from the metabase on keyword searching or via the breaking news team.
We manage and advise our clients on real time alert solutions. Our expertise in this area dates from the financial crisis of 2008, in which real time monitoring became a critical element for our banking clients. There is significant danger with unfiltered distribution of news alerts in real time. Excessive "alerting" can lead to overwhelmed in-boxes, often with too much to read and digest. We recommend a balanced approach.
Combining researcher-selected online news with real time alerts will ensure that each Contracting Body receives the best possible level of service.

Prime Research Ltd Response – AQB5

1) Triangulated approach and intelligent linguistic filters
In PRIME's experience, consistently sourcing online content can be challenging. To provide the Contracting Bodies with comprehensive and reliable online monitoring we recommend our triangulated approach: a blend of industry leading providers supplementing our in-house services. Using industry leading content aggregators alongside our in-house crawler and aggregation system to add specific additional online media sources, PRIME ensures comprehensive online monitoring. PRIME's system will process all content to remove any duplicates and our human validation eliminates irrelevance ensuring a pure, reliable stream of monitored content is delivered.

Similar to PRIME´s press monitoring, our online service represents human intelligence, high editorial quality and provides a time-saving approach. Our in-house data and research software works with intelligent linguistic filters created by a team of computer linguistic specialists. A trained and experienced team with specific knowledge about the client validates the provided content to ensure it is truly relevant to specific keywords for the Contracting Bodies.

PRIME's consultants will bring their experience to bear, helping Contracting Bodies with keyword choices and shaping a comprehensive online media sample that includes publications that matter and add value to the output. PRIME delivers online media monitoring that is tailored to the client´s needs and allows the client team to focus on their own responsibilities instead of combing through an exponential amount of irrelevant news.

2) Human-edited summaries provide accurate information
PRIME produces high-quality, human-edited summaries for all requested items. Utilising our extensive Editorial resource, all items are supported with detailed English language abstracts in addition to interactive links to the original articles.

The Contracting Bodies will benefit from the insights and the knowledge of our trained and experienced Editors. PRIME allows access to a skilled and talented team with editorial experience and in-depth sector knowledge to guarantee accurate expertise.

PRIME always works in direct and close connection with its clients. The result is specific knowledge about the clients, their topics, issues, needs and guidelines, which leads to accurate summaries in the form desired by the clients.

3) PRIME´s Online News Room provides news in real-time
PRIME's 360° solution includes integrated portal access to the Media Navigator, which combines the speed and consistency of technology, with human expertise. This tool provides accurate, real-time news feeds, instantaneous translations and do-it-yourself options for reporting, archiving and social media engagement.

PRIME´s Online News Room within the Media Navigator is designed with client needs in mind. Unlike many other tools, the Media Navigator fulfils dynamic monitoring of vast amounts of content in real time, all of the time. It updates automatically with the latest information pushed directly from our partner systems without the need to press a refresh button, log out / log back in etc.

As a result, our clients can be assured that they are seeing the latest news at any point without the need to remember to update all of the time. In addition to this feature, the Media Navigator also contains historical data maintaining a content archive and offers 24/7 access to all PRIME Services.

The Media Navigator provides searchable global content in a user-friendly interface from over 20,000 online sources with real-time access to relevant stories across the globe. Technology allows the Contracting Bodies to access instant translations of up to 71 languages. The data sources are online news, newswires, broadcasts, radio stations, online broadcasts, online radio, journalistic blogs, generic blogs, boards, NGO websites, social networks/micro blogs, online news portals, corporation websites, social bookmarks, sharing platforms, wikis, comments, reviews, podcasts and Q&A websites. PRIME has developed a powerful content-management system that facilitates the management of different data from specific databases/file systems. Furthermore, online content is processed using IBM Content Analytics.

PRIME has developed an extendable infrastructure, which allows an easy integration of new data sources and communication with new data provider interfaces, using IBM software as well as internally developed components. A group of database administrators, content management administrators and computer linguists are responsible for validating the reliability and consistency of data. Data processing, storage and automated presentation are available 24/7. We offer a general support hotline, a dedicated account team and a support portal that categorises incidents by group, severity and other criteria.

AQB6 BROADCAST MONITORING

The Authority requires the Potential Provider to provide an effective Broadcast Monitoring service, as set out in section 19 of Attachment 9 Framework Schedule 2 Part A ("the Requirement").

Please outline how you would provide Contracting Bodies with an effective Broadcast Monitoring service

AQB6 Response Guidance

Your response should clearly demonstrate how you would provide an effective Broadcast Monitoring service and must include:

1) How you would identify appropriate media channels to monitor ensure that your service provides comprehensive coverage of broadcast media items relevant to the Contracting Body.
2) How you would effectively monitor broadcasts to ensure that all monitored broadcasts that are relevant to the Contracting Body are identified.
3) How you would ensure that the broadcast items are delivered to the Contracting Body by the specified time?
4) The process you would use to ensure the accuracy of transcripts.

Responses should be limited to and focused on the specific question posed. Potential Provider's should refrain from including generalised statements, information not relevant to the topic and information related to marketing of your organisation. Attachments and additional documents will not be taken into account.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the points in this Response Guidance in the order they are listed above and highlight which point (1 to 4) you are responding to.

Marking Scheme	Evaluation Guidance
100	The Potential Provider's response has fully addressed all 4 of the component parts of the Response Guidance above demonstrating their full ability to meet the Requirement.
75	The Potential Provider's response has only fully addressed 3 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
50	The Potential Provider's response has only fully addressed 2 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
25	The Potential Provider's response has only fully addressed 1 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
0	The Potential Provider's response has NOT fully addressed any of the 4 component parts of the Response Guidance above, demonstrating limited ability to meet the Requirement or no ability to meet the Requirement OR A response has not been provided to this question.

Gorkana Group Ltd Response – AQB6

Points 1 & 2: Gorkana provides a full broadcast monitoring service as part of its integrated media intelligence offering, covering 138 stations across TV and radio. As with online media monitoring, Gorkana's broadcast monitoring is provided using the same editorial and quality assurance methodologies as previously outlined in responses to AQB1, AQB3 and AQB5 to ensure accuracy and relevant content in accordance with the specific nuances of an individual customer's monitoring brief.

Customers are able to select all or some of Gorkana's broadcast repertoire to suit their requirements, with our customer support teams able to customise the monitoring setup so as to provide regional or national stations in segmented services so as to deliver to specific audiences regionally/by theme if this would be useful. Gorkana's repertoire includes all channels with the highest audience reach alongside all BBC channels and all major commercial stations. Our full broadcast roster is available to view on our corporate site (www.gorkana.com) or a printed schedule is available on request. Online broadcast content is also available to Gorkana and can be included within services.

Points 1 & 2: Our production process allows Gorkana to take the news, documentary and current affairs output from a broad range of broadcast stations and provide 24/7 monitoring of all content therein, rather than relying on summary précis data for keyword capture as is often used elsewhere. The Gorkana process therefore picks up broadcast mentions regardless of duration and context at the initial point of capture (although editors can then reject content client by client if not relevant to the subtleties of their brief,) whereas the summary method relies on keywords being a feature or leading item in the broadcast otherwise they are overlooked in an attempt to condense the broadcast output into a short summary. (Gorkana used to employ this latter methodology historically to cover an even wider range of stations at selected times, but customer feedback dictated that comprehensive 24/7 coverage which monitored all content within a more defined list was more important.)

Broadcast items are segmented into 1 minute clips and are provided in the monitoring service as both the broadcast text (the caption feed or the speech-to-text transcript) and as a streaming clip that can be viewed on the web portal and via the email alerts. All clips come with full supporting provenance metadata as stipulated in the requirements.

Point 2: Where online content is human reviewed after an OCR (Optical Character Recognition) process from a direct feed of aggregated web data and print monitoring includes content from both the NLA eClips platform and scanned material, broadcast content is provided to the editorial team for review through 2 separate streams. Television content is harvested using data from the closed caption feed, whilst radio content uses speech-to-text software which transcribes broadcasts. This speech-to-text platform has recently been updated in January 2015 to accommodate a new custom dictionary which allows for phonetic variances, allowing for accents and subtleties of pronunciation. The output from both is then fed through our mainstream production platform to ensure full human review, applying all contextualisation and reading instructions to ensure accuracy.

The web portal also includes advanced additional 'WordPlay' functionality that allows broadcast recipients to scroll up to 5 minutes either side of their broadcast clip and watch/listen to the surrounding content, incorporating the full news features and wider current affairs output, so as to ensure the full context of the clip. There is no additional charge for this facility and clips remain viewable on the streaming site (fully integrated with the wider mygorkana platform) for 30 days from upload.

Point 3: As with online monitoring, broadcast content can be delivered as part of an integrated media intelligence service or set up as its own defined brief, allowing for separate delivery and despatch as soon as the broadcast is produced. We monitor broadcast continuously across day, evening and night shifts and can create an output for immediate delivery; alternatively, customers – as is the preference of most – can choose to have their broadcast output included with wider media coverage across the whole Gorkana service and delivered at specified preferred times across the day. As per the specification, Gorkana can create a bespoke broadcast setup to ensure distribution by the stipulated deadlines, 7 days per week.

Point 4: Due to the aforementioned provision of subtitle/speech-to-text data, clips arrive complete with an automatic transcript of broadcast text so in many cases longer transcripts are no longer required, nor are aftermarket 'clips' as customers have the immediate details with the streaming piece. Gorkana does, however, offer a full aftermarket service providing detailed transcripts (Word and PDF) and clips for posterity (DVDs, MPEGs etc) in a variety of formats, as per the specified requirements.

Transcripts are provided through a full editorial process in accordance with Gorkana operating procedures (as outlined in AQB1) to ensure accuracy – editors have access to the full original clip and the subtitle/speech to text feature as well as the Word Play functionality, so can review the broadcast as many times as necessary to ensure content is correct before approval. Once written, transcripts are proofed by a further member of the team and cross-referenced with the original broadcast where necessary to ensure all phraseology is authentic and verbatim.

Broadcast text data accompanying the clip appropriates a summary/synopsis, so in many cases customers do not deem a full additional editorial summary to also be necessary; however this is certainly an available option. The Account Manager will be happy to discuss all options with each customer to assess what is most appropriate for specific requirements and audiences – full editorial summaries will follow exactly the same contextual and quality assurance guidelines as outlined in responses to AQB3 and AQB5.

We can also include content from overseas affiliates within any broadcast service and provide full or summary translations in line with attachment 9 specification. These services are all available on request and will be discussed in full by the Account Director, as service offerings vary country by country.

Precise Media Monitoring Ltd Response – AQB6

We can confirm our ability to provide Contracting Bodies with a comprehensive and effective Broadcast Monitoring service as per section 19 of Attachment 9 in the Framework Schedule. Following the merger of Precise with Kantar Media, we offer the most extensive broadcast service available in the UK and across International markets. Our broadcast team's unique level of experience in providing broadcast monitoring, content provision and transcript services on a 24/7 basis has underpinned ur ability to service the Government's Media Monitoring Unit alongside other major public and private sector clients for many years. We have developed a customised monitoring service for broadcast content to suit the urgency and accuracy needed by the communication teams that the MMU supports and are able to further develop this capability further under the Framework.

Identifying Comprehensive Broadcast Channels

Our operation is designed to service the demanding requirements from both public and private sector clients. Servicing clients such as the MMU, Scottish Government, Bank of England and numerous FTSE 100 corporate clients has enabled us to structure our broadcast monitoring service to meet the broadcast industry's 24/7 news cycle .

Our broadcast monitoring technology and editorial capabilities have been developed to ensure the accuracy and speed needed to cater to complex client requirements from the widest range of TV/Radio channels monitored on a 24/7 basis. The scope of broadcast channels we cover enables us to provide services that are nationally focused, regionally focused or internationally focused, as required, so our service can be customised to meet the differing requirements of a diverse range of Contracting Bodies.

Processes to Deliver Relevance:

We record and monitor the most extensive list of UK and International broadcast channels, providing services on a 24/7 basis. We will monitor news broadcasts across Radio, TV and Web formats delivering content that is relevant to each Contracting Body's requirement. We recognise the need for extensive broadcast coverage to cover the diversity of Contracting Bodies within the Framework. Our service covers all national and regional BBC and commercial broadcast channels across television and radio, alongside a comprehensive list of international TV and radio stations across Europe, the Middle East, Asia and the US.

Our Dedicated Framework Unit will oversee the set-up of accurate broadcast monitoring services based on the specific needs of each Contracting Body. Broadcast content will be analysed through highly accurate speech-to-text software to identify relevant keywords, which are presented to our editors to verify. Uniquely, key news and public affairs programmes will be manually monitored by our experienced editors to identify Contracting Body and relevant topic mentions, based on the critical nature of these programmes to Contracting Bodies. We will work with Contracting Bodies to identify programmes that are most relevant to them, e.g. Radio 4 Today Programme, World at One, PM, the BBC Breakfast, Daily Politics, Newsnight and Panorama etc, along with the main daily news bulletins, to ensure these are prioritised within the service.

We will provide 24/7 service support for broadcast monitoring, including weekends and bank holidays.

We can confirm our ability to make broadcast items available to the Contracting Body in digital format via email and via an online portal. We provide access to streamed clips via the Media Platform for up to 28 days. All clips are provided in High Quality AV output.

The Media Platform provides the ability to compile a selection of broadcast coverage from the 28-day archive and then distribute as an email alert. The email alert can be created with or without links to the broadcast clips and recipient lists can be set up to ensure quick and easy distribution.

Delivery Timing:
We can confirm our ability to provide email alerts of broadcast content to Contracting Bodies, between 05:00 and 00:00, seven days a week.

These alerts are typically provided within one hour of the programme airing, but can be provided in near real-time when required.

Contracting Bodies will be able to view coverage via email alerts, mobile devices and in our Media Platform, ensuring that Contracting Bodies have access to alerts on a 24/7 basis. Our Dedicated Framework Unit will provide the ability to make amendments and adjustments to the broadcast brief at any point during the day or night and at weekends, taking immediate effect.

For speed of response, we will deliver real-time automated broadcast alerts based on specific keywords in times of crisis, should this be required. For example, we have set up services at short notice for many key public and private bodies during key activity and media periods. We will work with Contracting Bodies to focus on specific search terms and broadcast media outlets to create immediate broadcast alerts. These alerts can then be delivered to a refined recipient list of key press officers via email alerts and to the Media Platform for further review and analysis.

We have the experience and scale to deal with any potential crisis situation, and can offer flexibility in working with clients during challenging circumstances. We supported both the FSA/FCA and Bank of England throughout the financial crisis, delivering 24/7 broadcast monitoring support to their communications teams, the Environment Agency during the recent periods of flooding, and the Scottish Government throughout the Referendum.

Broadcast coverage can be supplied via one integrated daily email alert so the teams at the Contracting Bodies can see all print, online, and broadcast coverage in the same delivery. Alternatively broadcast alerts can be provided as a separate standalone service and delivered immediately, as identified, or at specified times of the day, ensuring Contracting Bodies receive breaking broadcast news.

We can confirm our ability to provide a summary of each broadcast upon. This will include the title and source (BBC 1, ITV 2) of the piece along with a link to a streamed version of the item and it will also incorporate a summary of the piece in context with the Contracting Body or a specific topic they are monitoring. All summaries will be compiled by our dedicated broadcast team, balancing detailed context with a fast delivery time. Summaries can be included in all email alerts and simultaneously made available through the online Media Platform.

After viewing the streamed broadcast clip, Contracting Bodies Can order a full transcript, programme DVD or downloadable file that can be turned around within specified SLA timeframes, depending on length, on a 24/7 basis. Contracting Bodies simply need to contact our Dedicated Framework Unit to place an order. We will also proactively highlight specific broadcast news items that we feel may be required in full transcript format. DVD's can be delivered within one hour, depending on courier distances. Contracting Bodies have the option of ordering a full programme DVD or downloadable file up to 28 days after broadcast retrospectively.

Transcript Accuracy
We can confirm our ability to supply Contracting Bodies with a full transcript of the broadcast in an easily accessible format as specified by the Contracting Body. We are able to offer broadcast files in Word Format, PDF or email, and any additional file formats.

The accuracy of our transcripts continues to be relied upon by many major organisations across the public and private sectors and we have multiple checks in place to ensure that every word is captured correctly.

Our service is produced to a quality dictated by many of the country's top legal firms, where accuracy is paramount for use in court cases and legal disputes. Our transcribers have in excess of five years' experience and our Transcript Manager reviews all documents before being sent. SLAs for Transcript delivery are dependent on the length of the piece and we will work with each contracting body to understand their needs and requirements for delivery timing.

Press Data Ltd Response – AQB6

Press Data confirms that it fully meets the requirements for Broadcast Monitoring detailed in Attachment 9, 19.1 – 16.10. Our broadcast monitoring operation was established in 1998 and has operated continuously, daily, without interruption from that point.

AQB6.1

At Press Data we offer a high-level broadcast monitoring service covering the whole of the UK, including all national channels, as well as major international markets. Similar to our press and online services, this combines the strengths of an experienced, knowledgeable research team with an industry-leading technology solution to ensure that all clients receive coverage that is both relevant and delivered to deadline. Press Data has been monitoring broadcast media in the UK since 1998. Over this time we have developed a research pedigree and expertise which enables us to provide market-beating solutions.

There has been a paradigm shift in the technology behind broadcast over the past decade. The technical solutions for capture of content have improved turnaround times, as well as lowering costs. Closed Caption data, as well as voice-to-text allow faster and efficient access to content. As with all Press Data solutions, we adopt the benefits of technology whilst retaining the key input of human research processes. Whilst Closed Caption and voice-to-text solutions have their place within the mix of broadcast monitoring, they are not 100% solutions. In the same way that automated searches in press and online are not sufficient within the expectations of the Contracting Bodies, any solution that relies solely on a technical broadcast solution will have identifiable and significant weak areas.

There are therefore two main elements to our broadcast service:
Firstly, our research team monitor key national output as it is being broadcast. This includes (but is not limited to) the Today programme, World at One, PM and regular bulletins on BBC/Sky News channels along with ITV/Channel 4 News. These are agenda-setting sources and it is vital to communicate any relevant coverage to clients as quickly as possible.

Secondly, we cover a comprehensive range of all BBC and a substantial number of commercial channels, both nationally and regionally. In total our station list exceeds 200 channels and we continually add to this when requested. These are monitored in real time using a using the technology solutions to generate coverage which is reviewed and validated by our research and editorial teams prior to delivery, and if required, summaries added.

Clients are supplied with streamed clips to broadcast items, both via email and web portal. Streamed clips are live for a period of 28 days to comply with licensing regulations. It is also possible to order DVDs and/or transcripts of coverage. Any foreign language coverage from broadcast sources will be translated when requested by a Contracting Body.

As with all Press Data monitoring solutions, we listen to our customers' requirements, we identify their objectives and develop a solution that is customised to their exact needs. Our broadcast team have unrivalled expertise across all the UK channels and we advise our clients on the most appropriate monitoring list for their objectives. A recent example is a financial services client who were holding a Radio Day for a new

product launch, with interviews to be distributed across local stations across the UK. Our team advised the client on channels which do not broadcast speech programming, assisting their resource targeting. We continually monitor the types of programming on all channels, particularly in local radio, which changes regularly, as well as syndicated content.

AQB6.2

Press Data has been providing 24 hour broadcast monitoring services to a number of high-profile clients since 2008. Our skilled research team identifies radio and television items in real time, delivering streamed links, summaries, and transcriptions with industry-leading turnaround times. We will work with each Contracting Body to identify key programmes/sources and ensure that the team is appropriately resourced to quickly and accurately capture relevant coverage. In addition, our leading edge software solution will identify and capture coverage generated outwith the key channels within minutes of broadcast. All content will then be checked for relevance prior to delivery.

As outlined in section 1 above, there are two main elements to our broadcast provision. The first is covered by our in-house team, who monitor a number of key programmes for relevant items across our client portfolios. The second is covered by a combination of human research skills and sophisticated voice recognition technology which allows us to search for relevant content using a range of keywords. Rather like our print and online monitoring services, this requires the expertise of our research staff to produce keyword searches and to edit out irrelevant results, ensuring that the client only receives stories which are directly relevant under the existing monitoring brief.

We understand that clients do not wish to receive irrelevant coverage regardless of the media type, which is why we continue to emphasise the importance of our experienced research and editorial team to source relevant broadcast coverage and to deliver this to deadline.

In short, we will work with each Contracting Body to identify the programmes/sources most likely to general relevant coverage, whilst also monitoring across a wide range of national and regional sources.

AQB6.3

The Press Data account manager will work with our production teams to ensure that all content is identified and made available to agreed deadlines.
Broadcast coverage will be supplied in two ways:
Each Contracting Body will be supplied with email alerts to relevant broadcast coverage between 05:00 and 00:00, seven days a week, within an hour of the item being broadcast. These alerts will include information on the channel, date, time, duration as well as a short summary. A streamed link will be provided with each alert. This can be viewed as many times as required and will remain live on the system for a period of 28 days. Should coverage be required in DVD format, this can be ordered for next day delivery.

Secondly, all relevant coverage gathered during the previous 24 hours will be included in the morning summary alongside relevant print and online stories.
These delivery mechanisms complement each other and ensure that, in addition to receiving timely alerts during the course of the day, Contracting Bodies will also have

access to an overview every 24 hours in the form of the daily email summary.

AQB6.4
All transcripts are produced by our in-house research team and go through a two-stage screening process to ensure accuracy. Because of our research pedigree in this area, we understand the importance of accurate transcription. We set the bar for quality as a legal test: if used in a court of law, would a Press Data transcript be considered a totally accurate representation of what was broadcast.

Of course it is important for the Contracting Body to receive the transcript as soon as possible following broadcast, but it is even more important that this provides an accurate reflection of what was actually said. At Press Data we look to achieve the right balance between accuracy and deadline. Transcripts will always be delivered on the same day of broadcast. Because we operate a fully staffed operation, we can and do supply transcripts from the 22:00 BBC One News before midnight.

Our transcription service does not include any form of automation. We do not believe that current technology solutions available either enhance the quality of transcripts or shorten turnaround time and, whilst this remains the case, we will continue to allocate this task to our team of experienced transcribers. All of our transcribers have significant experience in providing this service.

Once completion, each transcript is verified by a second transcriber who listens to the entire piece to validate its accuracy before it is sent to a client.

Prime Research Ltd Response – AQB6

1) Sustainable experience, in-house broadcast monitoring

PRIME has extensive experience in broadcast monitoring in numerous sectors on a Global scale. As a result, we have developed our in-house broadcast monitoring system and processes for opinion-leading broadcasts, including radio, TV and Web broadcast for 14 markets. PRIME´s consultants will bring to bear their expertise, helping Contracting Bodies to identify appropriate media channels to monitor and shape comprehensive media samples that include the broadcast media that matter and which add value to the output.

2) Human-driven broadcast monitoring

Similar to all PRIME monitoring services, our broadcast solution is based on human intelligence with highest editorial quality and technical state of the art solutions, instead of simply using automated monitoring tools. Our trained News Scouts with in-depth client knowledge will monitor the most influential programmes including BBC News, Sky News ITV News or BBC Radio 5, to ensure all relevant content is identified for the Contracting Bodies. This process benefits from both visual and verbal mention recognition far surpassing the normal close captions search process, which would miss visual messaging.

To ensure a comprehensive broadcast monitoring we take a two-pronged approach. First, we use our in-house TV monitoring solution for a cross-section of the most influential TV and Radio programmes including news shows, political interest and documentaries. In addition to this, we have the opportunity to leverage our network of independent contractors gained through our AMEC and FIBEP relationships to ensure that content is also monitored by best of breed providers such as Critical Mention.

3) Global 24/7 shift and alerting system

PRIME will deliver all relevant broadcast items to the Contracting Body by email alert within an hour of a keyword being identified on broadcast. The clips will also be available to view through PRIME's Media Navigator, subject to regional licensing laws and restrictions.

PRIME is able to utilise its nine wholly owned global offices to ensure that we are sourcing the right content at any requested time. A sophisticated shift system guarantees a 24/7 delivery of broadcast items if requested. The Contracting Bodies will benefit from PRIME´s qualified staff working globally, around the clock, following the sun to make sure we deliver the relevant content accurately and on time.

Our skilled and experienced Editors will also provide a summary for every broadcast item at the same time the item is available and in the same editorial quality our clients are familiar with in all of their products.

4) Human verified transcriptions, accurate translations

If requested PRIME is able to provide a full transcript of the broadcast in an easily accessible format, for example files in Open Document Format, PDF or email format, the same day that the broadcast has been submitted. Transcripts will always be human verified to ensure accuracy.

PRIME also relies on its existing in-house language capabilities covering 30+ markets. Native speakers of over 50 languages across the globe ensure accurate translations of foreign language broadcasts in to an English transcript.

AQB7 CRISIS MANAGEMENT

The Authority requires the Potential Provider to demonstrate their ability to effectively support Contracting Bodies during periods of crisis to ensure that the Contracting Body receives the support and information required to help them manage the incident as set out in section 13 of Framework Schedule 2 Part A ("the Requirement").

Please outline how you would support a Contracting Body through the crisis scenario set out below.

SCENARIO

There has been severe flooding in South West England and the Contracting Body's volume of items in media coverage is on track to exceed the monthly average by 500%

AQB7 Response Guidance

Your response should clearly demonstrate how you would effectively support the Contracting Body in the scenario provided and must include:

1) The process you would use to ensure you resource adequately in order to effectively monitor the increased volume of media coverage in respect of the crisis situation.
2) How you would engage with the Contracting Body to ensure they are continuously updated on the media coverage of the crisis situation, including updates on sudden changes to the volume of media coverage. Please specify the frequency of the updates you would provide.
3) The information you would make available to the Contracting Body that would enable them to fully understand how their response to the crisis situation is being portrayed in the media.

Responses should be limited to and focused on the specific question posed. Potential Provider's should refrain from including generalised statements, information not relevant to the topic and information related to marketing of your organisation. Attachments and additional documents will not be taken into account.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the points in this Response Guidance in the order they are listed above and highlight which point (1 to 3) you are responding to.

Marking Scheme	Evaluation Guidance
100	The Potential Provider's response has fully addressed all 3 of the component parts of the Response Guidance above, demonstrating their full ability to meet the Requirement
66	The Potential Provider's response has only fully addressed 2 of the 3 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
33	The Potential Provider's response has only fully addressed 1 of the 3 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
0	The Potential Provider's response has NOT fully addressed any of the 3 component parts of the Response Guidance above, demonstrating a limited ability to meet the Requirement or no ability to meet the Requirement OR A response has not been provided to this question.

Gorkana Group Ltd Response – AQB7
As detailed in the response to question AQB1, Gorkana provides sector-specific, resilient and scalable support to all its customers. In the event of the detailed crisis – which has considerable similarities with potential/historical issues for DEFRA and its affiliate bodies such as the Environment Agency and Natural England – Gorkana would most certainly take a proactive stance towards its account management.

Point 1: Gorkana's production setup is designed – as referenced in previous responses – to allow for considerable increases in volume, with a buddy system and affiliated teams ensuring no issue in managing extra content. Increased media coverage volume can apply across all media types – National, Regional, Trade, Consumer, Online, Broadcast and Social Media and the Gorkana shift system allows for fast, responsive coverage of increased content across all media. In the event of increased media coverage it is also anticipated that media evaluation requirements may be increased accordingly and Gorkana's integrated service ensures continuity of approach across all aspects of the service.

As previously detailed, all Gorkana customers on the framework will have dedicated points of contact across all services. These points of contact – an Account Director for commercial/relationship ownership of the service and dedicated Account Managers across monitoring (print, online, broadcast and social) and evaluation services – are tasked with proactive management of all clients. Gorkana production methodology provides daily volume fluctuation reports showing clip output on a client by client basis vs that client's baseline average. In the event of a volume spike such as in the example given, account management is automatically alerted to the issue and will contact the customer immediately to discuss the issues behind the spike and the communications requirements associated therein. Action to manage the situation is entirely dependent on communications priorities – action can be taken to adjust the brief or tracked media, or to manage the volume over time by assessing progress over a monitored period. Alternatively, additional services may be appropriate in some instances (eg evaluation or a daily press digest) if not already taken.

Points 1 & 2: In the event of a significant spike such as the example, Production will also alert Account Management to clips awaiting processing so that Gorkana account management can liaise with the customer to discuss whether these all require approval or can be rejected if the brief/remit is to change under revised circumstances. Typically, a monitoring brief with volume in excess of 500% of baseline average will require adjusting for several reasons – in the first instance, such coverage is often not required from a 'news' angle once the story has broken as it repeats similar thematic concerns. As such, the brief can often be updated to reflect new requirements, such as new angles to the story or nuances around the subject matter. This reduces the volume of clips but ensures clients remain in charge of any development of the issue. In turn, budget is also a consideration – not simply from sustainability of the volume of clips but also from an NLA licensing perspective regarding clip exposure. Again, adjustments can be made according to priorities moving forwards – all actions remain predicated on the developing communications requirements of the client. It may be that from an analysis (or general comms) perspective all clips on the existing service

remain required and that high volumes will need to be sustained. In such instances, the Account Director will liaise with the customer to discuss appropriate action moving forwards, focusing on communications objectives to ascertain what metrics remain valid and how the service should be continued.

Point 2: In the event of increased coverage, Gorkana will discuss with the customer whether alerting/pack approval frequencies should be adjusted and how the brief should reflect any updated requirements.

'Crisis management' on a client's behalf may deem it necessary to increase alerting frequency or to apply revised products such as a Daily Press Summary which provides an overview of key coverage highlights so that the service audience can quickly and effectively gauge the nature of developing news without having to read all clips. Gorkana's versatility in terms of account setup, contextual criteria, delivery and alerting options all allow for fast response to the situation to ensure the client remains on the front foot.

The exact frequency of updates is entirely dependent upon client requirements and the brief/products in question. Typically, once the 'spike' period has been established and we have placed an initial call to the customer to understand their developing communications objectives, Gorkana would anticipate twice daily calls for the immediate period, aside from any interim email or call dialogue, to formalise an approach. In doing so, Gorkana may have agreed with the client to increase clip delivery frequency to multiple times per day/ongoing delivery or set up a separate monitoring brief with a discrete audience and set of search/media criteria to isolate the issue. Alternatively, Gorkana would most likely suggest an immediate service review or conference call if there are multiple affected parties to ensure any revised approach looks holistically at requirements across all parties. It may of course be that a customer wishes for continuous dialogue over an acute period and Gorkana will happily match any requirements here.

Social Media services also include user-preference facilities to set both defined-frequency and threshold alerts regarding coverage developments. The former allow for regular updates at specific times (eg hourly, at fixed times, three times daily etc) and the latter trigger automatic alerts when clip volumes rise above a given percentage of baseline volumes. Across both types, alerts can be customised with rules, tags, categories and filters to refine content according to specific requirements. Gorkana managed social media services (eg as per that currently supplied to DEFRA) include full ad-hoc support to create bespoke queries, dashboards and wider content filtering (eg author/influencer charting).

Point 3: Gorkana's web portal is naturally equipped to produce activity report data (volumes, media breakdown, key journalist, subject matter volumes etc) within a couple of clicks from the home screen and this can be filtered as appropriate to address specific sub-criteria within the issue – Account Management support can produce these reports for the client or guide them to appropriate usage if the client needs help (as this is a standard service covered as part of service training).

Gorkana account management will provide progressive updates at agreed frequencies looking at clip volumes, associated spend and issues management. Any associated evaluation can be customised to include alternative or temporary metrics and we can produce increased project reporting to cover the crisis period – these reports can

cover mixed media including social. Gorkana has provided numerous crisis management reports (eg Deepwater Horizon oil spill) and works with customers to ensure they remain in charge of media coverage and abreast of the full portrayal across the media – print, broadcast, online and social alike. For those who also take the Gorkana database, integrated functionality makes it straightforward to map communications with key relevant journalists and understand their associated networks.

Regardless of the product suite taken, Gorkana's fully supported services allow customers fast, inclusive access to the content that matters and offer guidance on how to remain proactive in situations such as that described, managing both the services themselves and the communications challenges arising therein

Precise Media Monitoring Ltd Response – AQB7

As the UK's leading media monitoring and evaluation provider, servicing c.2,500 clients we are regularly supporting our clients during their most crises and periods of intense media activity. With 550 employees, we are on call 24/7 and are staffed and skilled to provide Contracting Bodies' increased monitoring, coverage and resource in the event of the crisis situation specified in section 13 of Attachment 9. During 2014, we responded to an average of five significant client crises per month, and every month we produce over forty unscheduled, ad-hoc evaluation reports. Our approach during a crisis situation, as outlined within the scenario would be as follows:

Adequate Resource in Response to an Increase in Media Coverage
The Dedicated Framework Unit will proactively contact the Contracting Body to gain an understanding of how they plan to approach the crisis and to scope their monitoring and analysis requirements. A decision will be made at this point by the Head of the Dedicated Framework Unit as to whether additional editorial support will be required based on the current and predicted media coverage to ensure that the adequate support is in-place.

The team will contact the contracting body once or multiple times each day as well as out of hours throughout the crisis to confirm requirements are being met. A range of appropriate additional services and support options will be suggested to ensure that the Contracting Body is fully aware of the volume, messaging, sentiment, reach and impact of coverage and activity as the crisis develops or recedes. To provide a sense of our responsiveness, new crisis services can normally be set up within minutes based on pre-existing templates.

A concern for clients during crises is to manage the cost of additional requirements. We will work with the Contracting Body to implement a cost-effective service that delivers the additional insight and analysis required as efficiently as possible. We are able to deliver a core service as part of our overall package and for an additional charge; we offer some enhancements to this package, as specified in the sections below.

Widening coverage and giving an overall view of the developing crisis: We will ensure that all relevant content is captured across all sources. We would then use quantitative statistics from this content to quickly derive an overall picture of the developing crisis, delivering this daily. Statistics may include: the total volume of content; the total audience reach of the content; the sources that mention the issue; the key journalists that mention the issue, the sentiment of those influencers and trends over time. This will help the Contracting Body adjust their approach to engage with sources or journalists who may be negatively commenting on the issue in order to balance conversation.

The Client Services team will continue to make recommendations regarding the sources and content which should be monitored as part of the client's 'live' service dependent on the insight that is gained from this work. As the crisis both escalates and dissipates, varying levels of concentration on particular media sets will be required.

Breaking news alerts: We will recommend a list of key online and broadcast sources that should be monitored in real-time. An email alert will be delivered to the client with an automated summary within moments of content being published or aired across

these sources 24/7. This will help maintain visibility of how the story develops, identifying any shifts in the attitude of the media.

Social media influencer alerts: We will recommend a list of key social media influencers such as UK National journalists, MPs, regional journalists and sector-specific journalists who are likely to post about the crisis. Content posted by these individuals will be emailed to the Contracting Body in real-time throughout the day and night. Journalist's social media posts are often indicative of articles that they plan to publish in the mainstream media.

Breaking news alerts: We will recommend a list of key online and broadcast sources that should be monitored in real-time. An email alert will be delivered to the client with an automated summary within moments of content being published or aired across these sources 24/7. This will help maintain visibility of how the story develops, identifying any shifts in the attitude of the media.

Social media influencer alerts: We will recommend a list of key social media influencers such as UK National journalists, MPs, regional journalists and sector-specific journalists who are likely to post about the crisis. Content posted by these individuals will be emailed to the Contracting Body in real-time throughout the day and night. Journalist's social media posts are often indicative of articles that they plan to publish in the mainstream media.

This immediate social media service will provide clients with an early-warning system, enabling them to plan responses ahead of time or to engage with key journalists to impact editorial before it is published.

Journalist contacts: We will build a customised list of regional or sector journalists within the area or sector affected by the crisis including their phone number, email address, Twitter handle, Linked In page and a short profile. This can be provided to the Contracting Body from as early as one hour of the crisis being identified in order to help the Contracting Body respond quickly and engage with key opinion formers in the region or sector.

RIPL: Our Real Time Interactive Presentation Layer available through the Media Platform can be configured to focus on this crisis in isolation and to update in real-time, visualising the themes in mainstream or social media in relation to the crisis. This will highlight any key commentators or emerging negative topics.

Engagement and Consultancy throughout the Crisis
Each Contracting Body will be provided with the email and mobile number of their named Account Consultant who can be contacted at any time should a crisis arise. All of our staff are based in-house at our London office - the structure of our team allows us to remain flexible to ad hoc requirements and to allocate more resource to each client's account. All of our production staff undergo the same rigorous training to ensure consistency. Consequently, if further staff need to be assigned to a client's account during a crisis period there will be no variation in the quality of service or delivery.

Additional services available during a crisis situation include:

Daily editorial summary report: a senior-level summary written each morning by our

editorial team highlighting the key themes, key commentators and emerging issues across both mainstream and social media. This summary will help Contracting Bodies report to ministers and other senior contacts regarding how the crisis is developing in a succinct and concise format, highlighting how their communications activity is impacting their profile in the media.

Real-time media analysis: A specialist media analyst will be immediately assigned to the Contracting Body's account in order to track sentiment, messaging, spokespeople and emerging themes within mainstream and social media coverage in real-time. Analysis charts and dashboards will be set up within the Media Platform to update in real-time as content is identified and analysed. These rolling dashboards can be extracted by each Media Platform user and can also be downloaded and sent to a defined distribution list by the Client Service Manager at the end of each day. This service helps clients determine where to focus their activity in order to manage their reputation. Automated analysis can also be provided free of charge.

Comprehensive media analysis reports: A comprehensive media analysis report can be produced as often as required during the crisis period – daily, bi-weekly or weekly. This can be split into national or regional media on a geographical basis as it's likely the story will be more intense in particular regions. A comprehensive media analysis report will be produced once the crisis appears to have subsided in order to assess how it may have impacted the organisations reputation, which communications outreach helped balance conversation, to identify key learnings for the future and to demonstrate that well- executed communication activity has shown return on investment.

The Dedicated Framework Unit will contact the Contracting Body proactively one or more times each day as appropriate during the crisis period, as required. They will ensure the Contracting Body has all of the information they need and to determine if the strategy needs to be shifted to meet changing requirements. Furthermore, senior management will be on hand to ensure the best possible level of service is employed, with support from our Managing Director, Chief Technology Officer and Insight Managing Director.

Press Data Ltd Response – AQB7

Press Data confirms that it fully meets the requirements for Crisis Management detailed in Attachment 9, 13.1 – 13.4. We operate a 24 hour breaking news team to respond to any increased monitoring requirement from a Contracting Body, including resourcing and support.

AQB7.1

We have substantial pedigree in supplying clients with content that is relevant and delivered to deadline. The nature of our client portfolio, specialising in major corporate and public sector accounts, has resulted in the development of processes to respond to significant peaks in coverage.

Our internal workflow is designed to be flexible enough to allow us to effectively manage periods of significant media coverage across our client portfolio. We do this in two ways. Firstly, by ensuring that each of our teams processing media content (print, broadcast, online) always have a minimum of 50% capacity in terms of the number of news items supplied to clients on a daily basis. This ensures that any unexpected spikes in coverage are incorporated into the workflow without any disruption to internal processes. Secondly, and to ensure that delivery deadlines continue to be met, our editorial team can call in additional, experienced resources at short notice from other teams.

The nature of what we do across a range of diverse client portfolios is that, whilst there will always be an average volume of coverage, individual clients will experience peaks and troughs. We devote the required resources to ensure that there is no disruption to services. Client volumes can vary significantly on a daily basis and our research and editorial teams are structured in such a way as to manage this workflow.

We can supply specific examples, similar to the example of a 500% increase in monthly coverage for a Contracting Body. During the financial crisis in 2008/09, two of our banking customers experienced a similar level of increase that continued for several months. An important element of the crisis situation is that clients themselves may be scaling-up their own activities and require earlier delivery as a result. Our experience was a five-fold increase in coverage to customers who required this significantly earlier. We had the resources as well as the ethos and culture to respond and ensure we met the customers' delivery requirements.

AQB7.2

A key element to provide any crisis management service is to establish at the outset of the contract what will take place if the Contracting Body requires any up-scaling of service during periods of heightened public interest in their activities. The worst possible time to discuss Crisis Management solutions is when an organisation is in the media spotlight. We therefore supply documentation at the commencement of a contract as to how we can respond and this can be included within any resilience planning process that the Contracting Body will have in place. We would also propose a "dummy run" test day to ensure everything is in place, such as emergency distribution lists. The key element of this process is advanced planning and Press Data has significant experience in this sector.

In a crisis situation we will mobilise our breaking news alerts service. This is operated by a standalone team of researchers providing 24 hour updates, either on a

permanent or temporary basis, and covering both mainstream sources as well as those most relevant to each individual client brief.

Press Data was the first UK monitoring company to develop a researcher-led breaking news alerts service. Prior to this, all services had been based on automated solutions developed by online aggregators (and indeed many still are). Our breaking news service is not automated. We have developed research processes to enable us to capture content as it is posted online. By using a combination of technical tools and experienced researchers who know when and where to look for news at all points in the news cycle, we believe we offer an unrivalled service in this area.
Alerts are sent via email as soon as coverage becomes available.

These can also easily be accessed on mobile/tablet devices via our breaking news app, essential for users who may be on site or travelling.
The breaking news alerts service is generally used by two types of client. Firstly, those who receive a regular flow of media coverage across mainstream and specialist media and secondly, those who need it for a limited period of time (i.e. during a crisis situation or to cover a specific event such as annual results).

In this scenario, we would liaise with the Contracting Body to confirm that a breaking news service was required and confirm distribution lists and brief requirements. This would then be activated within the team. Our target implementation time is 30 minutes from initial request/client confirmation.

It is important to highlight that we do not monitor the same source list across all breaking news clients. Whilst clients will receive coverage from a core repertoire of national sources such as the Today programme, BBC News and Telegraph.co.uk, we also tailor the service to include the regional/sector-specific sources most likely to generate content. In this case, with flooding in South West England, we would identify the most important sources relating to the affected area. These could include but not necessarily be limited to:
- BBC 1 South
- ITV 1 West Country
- BBC Radio Devon
- BBC Radio Cornwall
- Heart Radio North Devon
- Plymouthherald.co.uk
- Exeterexpressandecho.co.uk
- Torquayheraldexpress.co.uk
- Falmouthpacket.co.uk
- Bodmin-today.co.uk
- Tauntongazette.com
- Yeovilexpress.co.uk

The breaking news team would check these sources continuously, with any relevant content supplied via email and mobile app. Because this work is undertaken by our research team, there is no 'set' delivery time for content as it is generally supplied as it is sourced. Our target is to delivery within ten minutes of either online visibility or broadcast. In addition, should the Contracting Body require, we can send a single round-up email/document of coverage at specified times to reduce the volume of email traffic.

We view the breaking news service as a key strength of the Press Data offering. Each Contracting Body will have the option to use this as required over and above the standard daily monitoring service. The breaking news team can be contacted 24 hours a day, seven days a week. From approximately 21:00 each evening, we begin to have access to online-first content from sources including the Guardian and Telegraph, which means that often we are supplying clients with emails alerting them to key stories that will appear in print the following day. During periods of increased media scrutiny, this can be extremely valuable.

AQB7.3
We will work with each Contracting Body during a crisis situation, offering the solution which best meets their needs. Our approach is to offer tactical support in real time alerts alongside strategic overview – a daily round-up analysis of how the story has played.

In this scenario, our recommended option would be to provide evaluation dashboards to provide a regular snapshot of media coverage, allowing the Contracting Body to gain an understanding of how their response to the crisis is being reported. To prepare these, our team would isolate coverage relating specifically to the flooding and present the Contracting Body with regular updates focusing on key metrics such as tone, message penetration and OTS. This would allow the Contracting Body both to gauge any changes in tone as the story develops and to assess the extent to which its messages are being reflected in media coverage. In both instances, the information supplied can be used to inform and influence on-going media strategy.

The presentation, timing and duration of these updates will be agreed between our evaluation team and the Contracting Body. If the Contracting Body did not wish to receive additional evaluation dashboards and instead wanted the crisis event to be included in their standard analysis report, this could be included as a new category.

Prime Research Ltd Response – AQB7

PRIME is ideally set up and experienced to deal with situations where the content and insight needs far exceed the usual brief. With close partnerships and effective alerting systems, PRIME has in fact alerted clients to developing crisis situations before they have fully played out in the media. The outlined scenario is one that PRIME is fully competent and confident in its likely response.

Alerting / early warning system

In the advent of social media, communicators have found that the speed and scale of crisis evolution has surged exponentially. This has, however, enabled PRIME's clients to take advantage of an early warning system of impending mainstream and social media crises. Using its leading social media tools and technologies, intelligent linguistic search queries can be established to provide real-time trigger alerts. Alerts can be delivered to pre-agreed contact details via email or SMS, either as it happens or at established 'alert times'.

PRIME Alerts can be keyword-driven, human-triggered or based on specific alert algorithms. PRIME has developed an eight-step alerting system which takes basis volume and sentiment indicators as well as trend, industry and specific crisis-related terms into account. These threshold alerts trigger an alarm if topics, tonality or desired metrics moved above/below a certain or if a top-tier channel or influencer mentions pre-set keywords.

Alerts include a link to the original conversation stream/dashboard which allows for drill-downs to the second layer in-depth analysis level.

1) Scaling monitoring and analysis resource during crisis

When crises become established and the media cascade produces volumes far beyond those that clients usually experience, additional resources are required to stay abreast of the evolving media landscape. For monitoring purposes, PRIME's technology takes care of the heavy lifting of the additional content being received. PRIME then utilises analysis resource from vertical and Global teams to scale and meet the requirements prompted by the surge in content. Around the clock analysis schedules are activated with these extended teams and, in extreme cases, high level analysis is prioritised to ensure all relevant content can be included in crisis alerts and reporting.

2) and 3) Essential updates and crisis media landscape evolution

It is PRIME's aim in crisis to be a visible but non-burdening tool to help steer clients as the media landscape evolves. Early on in the series of events the PRIME account lead will establish with the client lead the necessary frequency and depth of alerts. Some crises requite hourly, top-line alerts others need less frequent deeper analysis emails. Often the course of a crisis requires both at different times. The client would be made aware that one communication requesting a change in frequency would activate the updated ongoing delivery frequency immediately. The skill in these instances is in knowing which subjects or sources should require an instant alert and which, in the name of unburdening inboxes, require a more careful analysis and informed distribution.

In this scenario, PRIME would recommend an initial real time alert of social media content, showing the geographies affected and core themes of content to allow the team to grasp the sentiment and messaging that was evolving, responding where

necessary and activating the right crisis plan.

In the coming days, daily social and mainstream online, print and broadcast human edited news summaries would be delivered at 06:30 to inform the team's course of action for the coming day. The summary would categorise the key themes, emerging themes to be addressed and provide links to key content. In the meantime, real-time threshold triggers would be set up to indicate renewed spikes in coverage, inaccurate reporting or key opinion former comment.

Weekly summary reporting focused on gap analysis, to indicate where there had been communications success or shortfalls, would be valuable for the first few weeks after the initial events. These documents would allow the team weekly reviews and adjustments of strategy. At a suitable time into the long tail of the crisis, a summary report would be provided to allow the team to review their response, communicate internally about the events and adjust crisis strategy for future scenario planning. Based on quality content and data analysis, PRIME's insights could also reliably be used to inform future policy development.

3.2. Selection Questionnaire Section D – Optional Services – Lot 1 Only

AQD1 LOT 1 OPTIONAL SERVICES: JOURNALIST CONTACT DATABASE – FOR INFORMATION ONLY

Please indicate, by selecting option YES or NO, whether you will, in the event that you are awarded a place on Lot 1 of the Framework, provide a Journalist Contact Database service that meets the requirements set out in section 25 of Attachment 9 Framework Schedule 2 Part A.

YES - Your organisation will provide a Journalist Contact Database service if you are awarded a place on Lot 1 of the Framework.

NO - Your organisation will not provide a Journalist Contact Database service if you are awarded a place on Lot 1 of the Framework.

If you have selected YES, please provide a succinct summary of the service you will provide to meet the Journalist Contact Database requirement.

AQD1 Response Guidance

All Potential Providers submitting a Tender for Lot 1 must answer this question. This question will not be scored and is for information purposes only.

The Journalist Contact Database is an Optional Service and it is at the Potential Provider's discretion to decide if it will offer this Optional Service if it is awarded a place on Lot 1 of the Framework.

Please select YES or NO from the drop-down list to confirm if you will provide a Journalist Contact Database Service if you are awarded a place on Lot 1 of the Framework.

If you select YES please provide a succinct summary of the service you will provide to meet the Journalist Contact Database requirement in the text field provided in the eSourcing suite.

Responses should be limited to and focused on the specific question posed. Potential Provider's should refrain from including generalised statements, information not relevant to the topic and information related to marketing of your organisation. Attachments and additional documents will not be taken into account.

Marking Scheme	Not evaluated

Gorkana Group Ltd Response – AQD1

Yes

The Gorkana Media Database is the most accurate, in-depth and trusted media and journalist database available in the UK (we also include selected international data as standard.) Thousands of organisations rely on us for intelligence on the media, journalists and bloggers to create PR programmes that hit the mark - every time. 94% of the top 100 PR agencies are clients. 70% of top British brands' in-house PR teams are clients. We have an exceptionally high renewal rate. This all stems from the functionality offered by the service and the quality of the data from our journalist network – journalists know and trust us: we are unique because we have a highly collaborative, reciprocal relationship with the media and journalist community. This vital relationship is the foundation of our offering and means we are able to provide you with the very latest and accurate information directly from the source.

A considerable number of government and public sector bodies use the database on a daily basis, including central departments such as DWP, the Home Office, Cabinet Office, FCO, DH, BIS and HM Treasury.

The Gorkana Media Database is the PR industry's most trusted, up-to-date and in-depth source of media information. No one knows this ever-evolving journalist and media community like we do. This can all be put down to the genuine value we put on our relationships, with you and our journalist network. Over 103,000 journalists rely on our daily media alerts to keep track of changes within their industry, and they talk to us - first. About their stories, their deadlines, and their career moves - and then we tell you. Much more than a Media Database - Gorkana is an essential network. We help you broaden and strengthen your own network, from hosting weekly journalist briefing events, to finding that obscure biography or supplying you with ready-made topical lists - we are here to help you make those critical connections.

The Gorkana database – a fully integrated part of the myGorkana portal linking with media monitoring across all channels and media evaluation – helps customers save time and resource and improve productivity. We remove time-consuming admin tasks from your team, so they have time to focus on developing relationships and implementation of your communications strategy.

The database service allows customers to:

- Improve your coverage. Access to the right information coupled with a broader and stronger journalist network will help you secure the coverage you want - and faster.

- Access to the most accurate and deep dive information. Helping you reach all the media, journalists and bloggers that matter to your world, quickly and easily – our comprehensive data is updated daily.

- Improve your targeting. Information on how and when journalists prefer to be contacted, what they're looking for and why they'll cover it.

- Own live distribution lists. Search, research, create, save and send to your own live lists or use our ready-made topical lists.

- Know what's newsworthy. Monitor the hot topics with live 30 day analysis of key media coverage and information on live PR opportunities.

- Make real connections. Exclusive opportunity to meet leading journalists at our hugely popular weekly events. Pick up first hand insights, the types of stories they want, tips for pitching ideas and how to maximise opportunities for coverage.

- Keep up with media moves. Know who's gone, who's arrived, and who's new. With our daily Media Alerts, you'll be one step ahead.

- Exceptional day-by-day customer support. We go the extra mile to get you the media intelligence you need, when you need it. We're always on call to take your questions and act as an extension of your team.

The database services incorporates all functionality and service requirements detailed in the specification (section 25.1 onwards) and is supported by the largest and most responsive client service team in the industry. The Gorkana Feedback team is on hand for immediate support on all aspects of the database. The service is owned by an Account Director as with monitoring, analysis and social media aspects of the integrated Gorkana media intelligence solution. In addition, full training for all users is included with all database subscriptions.

All Gorkana services include access for unlimited total users and access to the Gorkana mobile app, CRM/Activity Tracker functionality, Media Requests and Forward Features (this module detailed separately in the next response). The database is part of the integrated myGorkana portal and includes crossover functionality with reciprocal media intelligence services (monitoring, social media, evaluation) and, as specified, full integrated access from a home screen with an editable dashboard interface.

Precise Media Monitoring Ltd Response – AQD1

Yes

Overview:

We will provide Contracting Bodies with access to an accurate and comprehensive database of UK and International journalists, bloggers and influencers that fully integrates with our media monitoring, media evaluation and social media services, through our Media Platform portal.

This recently launched service provides a number of unique capabilities and has already been adopted by over 100 of our existing private and public sector clients, with more than 1,300 individual subscribers. Media contact records are updated and managed on a daily basis by a dedicated team of full time research staff ensuring the most up to date access to relevant contacts, which is augmented by an innovative link between news and social content to better inform media targeting.

Our journalist contact database meets all of the requirements and capabilities set out in Section 25 in Attachment 9 of the Framework Schedule and will enable Contracting Bodies to carry out a range of key activities.

Identifying Relevant Contacts:

We provide the ability to search for regional, national or international contacts from a database of 350,000 contacts, of which, more than 30,000 are from the UK media. Users can search by name, role, outlet, or location and by circulation, language, or regional focus. Additionally, because of the integration of social media within our media database, users can search a live stream of tweets from journalists, bloggers and influencers enabling a deeper understanding of the current interests and specialisms of target journalists, and potentially identifying wider story opportunities.

Contracting Bodies may already be aware of key journalists within their remit, however the tools that we provide allow users to widen their reach beyond their usual contacts to those who write for more diverse audiences.

Media Release and Tracking:

The media database includes media release creation, distribution and reporting capabilities. This enables all users to easily create and send multi-media releases to both mainstream and social media contacts, media outlets and news agencies. Dashboard, RSS and Twitter feed functionality can be added to suit each Contracting Body. Users have the flexibility to build content-rich releases and manage the entire process of creation and dissemination through one online portal. The tools allow users to cross-check media lists against their media archives, efficiently build releases that are adapted to specific sectors (e.g. regional focus) and hone their targeting to improve the pick-up of their press releases.

Contact Records:

Each media contact has a full biography, including all relevant direct contact information (name, publication, title/interest area, location, email, phone number), picture, biography, preferred receipt method for press releases, twitter handle and social media profile. In addition, based on our monitoring archive, users can search for journalists based upon the subjects that they've written about, or the companies or topics they have recently covered or tweeted on. This function allows Contracting Bodies to find journalists who may write across multiple subject areas and enables

press officers to talk authoritatively about editorial opportunities that will appeal to specific reporters.

Users also have the ability to add their own notes, including any activity or actions against each contact. Notes are saved with date information, to enable a historical review of interactions with particular journalists. The information can be saved by "type" and can filter to meetings, in-bound calls, and emails, as required. Additionally, users can add their own journalist contacts to the database. These are completely confidential and are not shared outside your own organisation.

Live Analysis:
As a unique function of the tool, users can use our Real Time Interactive Presentation Layer (RIPL) to create a visualisation of the topics most written about by journalists enabling users to search for relevant contacts and enable users to "mine" contacts in a fast, effective manner. This intelligence also enables users to understand the topic area in more detail and can encourage ideas for alternative story angles and opportunities to discuss with relevant journalists.

Creating/Editing Lists:
Journalists and media outlets can be saved to lists created by users in order to send press releases. Lists can be named and saved, can be kept private or shared with colleagues. Lists are automatically de-duplicated when combined and lists can be downloaded and edited accordingly, to help manage press office functions.

Media Release Creation & Distribution:
Having built a custom list, users can then choose to distribute a press release to this target group of journalists. They can use default press release templates or design and save custom templates according to requirements. Users can populate a template by writing directly into it or by copying and pasting text. Text editing functions enable users to design, format and structure releases to suit in-house styles. Links, images and videos can also be added and test emails can be sent before distributing to live contacts. Once prepared, press releases can be scheduled for distribution at a particular time or sent immediately. Contracting Bodies can use the timer functionality to schedule releases to be sent at weekends or out of hours, to suit embargos. This can be an extremely efficient resource in times of crises.

Activity Reporting:
The database allows communications teams to, administer and manage the distribution of press releases, enabling users to view sent releases, pending releases and drafts. It also enables users to see statistics, including: opened releases, links clicked and delivery success. In this way, the platform enables Contracting Bodies to evaluate the effectiveness of their press releases and to refine their targeting and distribution to ensure continuous improvement over time.

Efficiencies:
By accessing this service alongside our other monitoring and evaluation services, through a single login, Contracting Bodies will be able to use the database and its functionality to run an efficient and accountable press office, enabling them to track activity, success and constantly improve efficiencies, whilst widening their relevant target audiences.

We will be happy to consider any further developments and enhancements to this service in order to best support use by Contracting Bodies.

Press Data Ltd Response – AQD1

Yes

PR Newswire's Agility platform provides the full requirement as defined in Attachment 9, 25.1.1 to 25.1.4. The world's largest commercial news distributor, PR Newswire provides end-to-end solutions to produce, optimise and target content – from rich media to online video to multimedia – and then distribute content and measure results across traditional, digital, mobile and social channels. PR Newswire combines the world's largest multi-cultural content distribution and optimization network with comprehensive workflow tools and platforms.

25.1.1

Agility is PR Newswire's journalist media contacts database. Users have access to extensive UK and global data of over 700,000 contacts including print (nationals, regionals, trade and consumer), broadcast, online, social and bloggers.

The Agility database offers the facility to build, save and refine media contact lists, with a user-friendly system enabling users to be as selective or widespread as preferred.

All contacts have opted-in to be listed on the Agility database and users receive immediate data alerts for changes that affect their saved lists.

25.1.2

Access to Agility is available from any web-enabled PC or mobile device. There is no requirement for any type of installation.

Agility users can create saved searches to aid users in refreshing searches periodically, create static press lists which are automatically updated following journalist departures from media outlets.

Build highly targeted lists across all media and integrate with your own data.

Efficiently distribute press releases – send your news releases from Agility; functionality includes sending recipient lists individual emails rather than cc'd when using traditional email applications.

Private contacts can be added into Agility to help users manage any additional contacts they may wish to distribute content to.

Agility allows users to send press releases (with the ability to embed images) to a single or multiple of selected saved press lists. Press releases sent from Agility appear as if from the subscribing company users' email address.

25.1.3

From the Agility platform, users can interact with journalists, bloggers and social influencers in real time.

25.1.4

Where available users can see a journalist's stated preference for being contacted by PRs.

Within journalists profiles, users can record and monitor any conversations, interactions or media enquiries. These are viewable by all users of the subscribing body and can be easily searched by name, keyword, date or region once downloaded.

25.1.5
The Agility database assigns journalists and media outlets with a series of tags/interests and expertise based on preferences which makes it easier to search on a top-level basis and refine to bring out relevant contacts. This information is verified by PR Newswire's in-house media relations team.

25.1.6

Each profile on Agility includes in-depth profile information on contacts and media outlets including social media profiles (e.g. Twitter handles), photos, latest tweets and social media Klout scores.

25.1.7
PR Newswire's team of over 130 research staff update data on a daily basis and where possible will include interests and hobbies information about journalists to help users when pitching.

25.1.8
Agility provides detailed reporting surrounding your email distribution, including which recipients have opened emails and whether or not links and attachments have been accessed.

25.1.9
Detailed coverage analysis is not included in the journalist contacts database. This element is covered via the Human-Driven Analysis and Evaluation services Press Data provides. Press Release tracking is an element of this.

25.1.10
Subscribing organisations can add RSS and Twitter feeds to their homepage/dashboard and PR Newswire is able to provide the coding required to tailor content shown in the RSS feed by industry, markets, geographic location and multimedia inclusion.

It is not currently possible to add an RSS feed to the Agility dashboard.

25.1.11
The Agility journalist contact database launches new features and functionality on a regular basis, approximately every 6-8 weeks. At present the dashboard provides subscribers with the ability to quickly access their subscribed services from the dashboard, including Monitor, Target, Distribute, Measure and Manage. Additionally, there are centrally-positioned buttons to provide users with ability to distribute releases and create new lists.

25.1.12
Users can export media outlet and contact information to an Excel spreadsheet (CSV format) and can tailor the download by choosing which fields they wish to export. Users can also edit the exported spreadsheet to customise to their preferences.

25.1.13

Support is available to all PR Newswire users, including free training and access to the help desk (Monday to Friday, 08:00 until 18:30). Out-of-hours help is also available and a dedicated contact helpline will be provided for users.

25.1.14
PR Newswire has a team of over 130 researchers updating journalist and media outlet profiles on a daily basis to ensure real time updates ensuring users always have access to the latest available information.

PR Newswire does not use third-party providers to populate data. Instead, all of the contact data on Agility has been sourced using the in-house research team and is verified by the journalist and media outlet. This allows PR Newswire to deliver exceptional data accuracy.

All PR Newswire clients can request any data checks or specific additions; these can be investigated and added to the system very quickly. PR Newswire would never add data to Agility without the approval or acceptance of the journalist or media outlet.

Prime Research Ltd Response – AQD1

No

AQD2 LOT 1 OPTIONAL SERVICES: FORWARD PLANNING DATABASE – FOR INFORMATION ONLY

Please indicate, by selecting option YES or NO, whether you will, in the event that you are awarded a place on Lot 1 of the Framework, provide a Forward Planning Database service that meets the requirements set out in section 26 of Attachment 9 Framework Schedule 2 Part A.

YES - Your organisation will provide a Forward Planning Database service if you are awarded a place on Lot 1 of the Framework.

NO - Your organisation will not provide a Forward Planning Database service if you are awarded a place on Lot 1 of the Framework.

If you have selected YES, please provide a succinct summary of the service you will provide to meet the Forward Planning requirement.

AQD2 Response Guidance

All Potential Providers submitting a Tender for Lot 1 must answer this question. This question will not be scored and is for information purposes only.

Forward Planning is an Optional Service and it is at the Potential Provider's discretion to decide if it will offer this Optional Service if it is awarded a place on Lot 1 of the Framework.

Please select YES or NO from the drop-down list to confirm if you will offer the Forward Planning Database Service if you are awarded a place on Lot 1 of the Framework.

If you select YES please provide a succinct summary of the service you will offer to meet the Forward Planning requirement in the text field provided in the eSourcing suite.

Responses should be limited to and focused on the specific question posed. Potential Provider's should refrain from including generalised statements, information not relevant to the topic and information related to marketing of your organisation. Attachments and additional documents will not be taken into account

Marking Scheme	Not evaluated

Supplier's Responses AQD2

Gorkana Group Ltd Response – AQD2
Yes The Gorkana Forward Features module is an integrated part of the Gorkana database and is included for all users as part of the database subscription. **It is not sold as a standalone module.** Our dedicated features team works with journalists throughout the year to keep the service constantly updated with the freshest advance editorial calendars and synopses for thousands of publications. Forward Features allows users to edit their preferences within the myGorkana portal and select criteria against which they wish to receive alerts concerning upcoming editorial opportunities. The site is extremely intuitive and user-friendly and alerts can also be set from database outlet information pages, with preferences managed from the central myGorkana administration hub alongside password, homescreen and service display options. We currently cover the financial sector, personal finance, professional services, utilities, insurance, media and marketing, human resources, transport and logistics, property and construction, environment, education, healthcare, technology and telecoms – additional sectors are continuously added. As well as the Forward Features service, database users will also have access to the updated Gorkana Media Requests module. This enables users to receive live media alerts from journalists actively looking for help, whether it be competitions, case studies, expert view points or even requests for live interviews. Journalists and bloggers know they can come to us to tap into the PR community for content and insight - and they do, 150 times a week. You can tailor your email alerts by content type, whether it's across mainstream or niche media and by sector, so you only receive those requests relevant to you. Once we've screened them, we send them straight on, and it's over to you to pounce on that opportunity so the journalist gets great content and you get a great new contact.

Precise Media Monitoring Ltd Response – AQD2

Yes

We can provide a comprehensive and effective media forward planning service that will provide Contracting Bodies with alerts and insight into forthcoming editorial opportunities and diary dates. The breadth of the planning content and the client base already using and contributing to the service means it is the most accurate in the market.

Our forward planning service has been used by the UK government for 15 years and has been developed with the needs of public and private sector organisations in mind, to support their specific communication needs.

We evaluate all events on the basis of their relative importance to clients and the accuracy of this evaluation is a key specialism within our service. It gives the end user a clear and true picture of the forthcoming news agenda.

The service can be used by Contracting Bodies in the following ways:
- To understand the news agenda in relation to forthcoming news and events that may positively or negatively impact the Contracting Body.
- To provide opportunities to influence the news agenda by contributing to editorial content through media relations activity or by providing expert commentary or statistical analysis.
- To enable Contracting Bodies to more effectively brief spokespeople on issues that they may be asked to comment on whilst in front of the media.
- To proactively approach the media with ideas and informed comment or questions.
- To support the briefing of ministers or senior officials on issues ahead of overseas visits by providing an accurate scan of global economic announcements, major foreign government announcements and national and regional political developments.
- To supply information about UK-wide events to regionally based teams who require both national and regional intelligence.
- Covering all key industry sectors it gives a clear view of upcoming events. The 5th anniversary of the financial services bailouts is a good example, where the timings of each bailout and collapse globally were flagged in our database 12 months ahead. This allowed the industry and government bodies to plan their responses on the changes that had been implemented since the crisis.
- To support social media functions and planning Twitter commentary in advance.
- To give visibility on timings on when to hold events to prevent unhelpful clashes.

Planning content:
Our forward planning services runs off a comprehensive rolling database of information, looking 12 months ahead, updated daily in real-time by a team of over 30 experienced researchers. It offers over 140 categories of content across News & Current Affairs, Business and Economic News, Lifestyle and Entertainment events. This central database contains around 275,000 items which makes it one of the largest planning services globally. We partner with a range of news organisations including the BBC, Associated Press and Dow Jones to build customised planning content for a wide range of needs and across numerous geographies.

The central planning database is maintained in real time by our in-house research team, who are overseen by a team of experienced editors. The researcher's role is to identify, categorise and update thousands of future events, press releases, announcements, legislative developments and news items in order to provide the information required to enable media clients to plan editorial content in advance. We add in the region of 2,000 items each day to the service, continuously amending and editing these items over time. Our editors review the content and assess its news worthiness, reflecting this in the running order of the content daily, with the most pertinent stories featuring at the top of every search.

Alerts and database access:
Contracting Bodies will be able to access forward planning content in a number of user friendly ways, including:

- Daily and weekly email alerts which are generated from saved searches customised to deliver content around relevant subject areas.
- The Media Platform portal through, where they can create their own calendars of relevant events which is a shared page viewable by other licenced members of that team.
- Feeds and APIs of content fed into CRM systems so that the planning content is constantly updated with any changes or amends during the life of the event are generated automatically.

Additional services:
Our responsive editorial teams can be commissioned to research specialist planning requirements as part of a special project.

Using our content, it is possible to create automatic feeds of pre-identified material into central communications grids which would update in real time, not requiring checking and manual updating by communications teams within Contracting Bodies.

Media outlets
The service is used by all key UK and international broadcast and newspaper groups to plan editorial content. These include the Financial Times, The Times, Daily Telegraph, the Guardian, Independent, Daily Mail, Express, Associated Press, CNN, Dow Jones, WSJ, BBC, ITV, ITN to plan editorial content.

Contracting Bodies can submit their own updates and events to the forward planning database, for the attention of these news outlets, in order to generate interest and coverage of their own activities.

Increasingly, online and social media outlets are using the service to share updates on forthcoming events.

We will be happy to consider any further developments and enhancements to this service in order to best support use by Contracting Bodies.

Press Data Ltd Response – AQD2
No

Prime Research Ltd Response – AQD2
No

AQD3 LOT 1 OPTIONAL SERVICES: AUTOMATED EVALUATION – FOR INFORMATION ONLY

Please indicate, by selecting option YES or NO, whether you will, in the event that you are awarded a place on Lot 1 of the Framework, provide an Automated Evaluation service that meets the requirements set out in section 27 of Attachment 9 Framework Schedule 2 Part A.

YES - Your organisation will provide an Automated Evaluation service if you are awarded a place on Lot 1 of the Framework.
NO - Your organisation will not provide an Automated Evaluation service if you are awarded a place on Lot 1 of the Framework.

If you have selected YES, please provide a succinct summary of the service you will provide to meet the Automated Evaluation requirement.

AQD3 Response Guidance

All Potential Providers submitting a Tender for Lot 1 must answer this question. This question will not be scored and is for information purposes only.

Automated Evaluation is an Optional Service and it is at the Potential Provider's discretion to decide if it will offer this Optional Service if it is awarded a place on Lot 1 of the Framework.

Please select YES or NO from the drop-down list to confirm if you will provide an Automated Evaluation service if you are awarded a place on Lot 1 of the Framework.

If you select YES please provide a succinct summary of the service you will provide to meet the Automated Evaluation requirement in the text field provided in the eSourcing suite.

Responses should be limited to and focused on the specific question posed. Potential Provider's should refrain from including generalised statements, information not relevant to the topic and information related to marketing of your organisation. Attachments and additional documents will not be taken into account.

Marking Scheme	Not evaluated

Gorkana Group Ltd Response – AQD3

Yes

Gorkana's Automated Analysis automatically categorises your mainstream media coverage so that you can quantify and measure your PR success.

The service is based on an analysis brief to ensure that the analysis is tailored to meet your specific evaluation requirements. The briefing process is led by a government sector analysis expert to ensure that it follows best practice in public sector media analysis. We work with you to define the metrics that match your communications agenda and provide you with the ability to report on this over time via a personalised, online dashboard hosted on our MyGorkana online portal.

Gorkana's Automated Analysis filters can identify organisations, spokespeople and key words to help you understand how your PR programme is performing.

Automated Analysis Filters

Our entry level service enables users to identify up to 50 automated analysis filters. It is possible , however, that multiple filters can be applied.These filters are set up by our internal team of search experts and are based on Boolean logic. The resulting search strings are run against your human reviewed monitoring to identify instances of your identified key words.

Typical automated analysis filters that could be applied to government media monitoring briefs include:

Organisation names
• Government departments
• Government agency names
• Private companies

Spokespeople
• Ministers' names
• Advisors
• Key spokespeople

Campaigns
• Names of significant campaigns currently being run across departments

Media type
• National
• Regional
• Broadcast
• Consumer
• Trade
• Web & wires
(Social media is analysed using a separate tool).

Publications
• Most prominent publications can be identified over a period of time

Journalists
- Most mentions by specific journalists can be tracked over a period of time (where they are identified).

Product & Brand/Player Names
- Names of specific products, brands or services can be tracked to compare over time (where these are applicable to government)

Keywords
- Other specific key terms and phrases can be tracked where they can be identified as a searchable keyword

Gorkana's Automated Analysis services enables you to track against specific metrics, including:
- Volume of coverage
- Advertising value equivalence
- Reach (Opportunities to See)

Users are able to display the results in a multiple of chart formats, which will be set up on your behalf by Gorkana based on the analysis brief.

Analysis Dashboard
The resulting analysis can be viewed via an online dashboard hosted via MyGorkana. Up to six dashboards can be set up per client. Our entry level service includes one dashboard per client profile, however additional dashboards can be set up based on your requirements.

The analysis dashboards are set up by our analysis team based on your brief. The dynamic interface enables you to view the results of each key term by the specified metric. Dashboard dates can be set to define the period of time that you want to view results by for all dashboard charts. Alternatively, the date range for each chart can be set individually.

Each chart has the capability of being viewed in an expanded view, allowing users to view each chart component in detail. Charts can be viewed as i) chart only, ii) a mixed view with chart and data table or iii) data table only.

An Edit function enables users to change the chart titles. A Download function enables each chart component to be downloaded as an image.

Dashboards are customisable to the extent that chart components can be moved around on-screen and expanded or reduced in size based on users' requirements.

Clicking on a chart component will display the corresponding media coverage for a specific chart segment. A list of clips is displayed incorporating the date of publication, the headline of the clip, media outlet name, journalist name, country and readership. There is a facility to download the clip listing to Excel for further analysis offline.

Ongoing Maintenance
Once you are set up, we will continue to work with you to ensure that your analysis is delivering results. Account and key word changes can be requested via telephone or email and we ensure a timely turnaround to all requests.

Precise Media Monitoring Ltd Response – AQD3

Yes

In addition to comprehensive and insightful human-driven analysis, we are also able to provide automated analysis to Contracting Bodies, should this be required. Automated analysis can be based on quantitative numerical measures, such as volume, media type and reach, or qualitative measures such as sentiment. Automated analysis is applied to each item of coverage delivered through the media monitoring service and this analysis data will be visible within the Media Platform in real-time. Automated analysis is identified without reading the article, making it a cost effective and fast way for a Contracting Body to assess its media profile. It is a particularly useful tool for smaller Contracting Bodies, who wish to utilise an analysis approach in their communications programmes and is often a good starting point for those Bodies that are using analysis for the first time.

We offer a wide range of quantitative measures, including:

Trend Analysis:
Volume of coverage can be analysed by media type, publication and individual journalist. Contracting Bodies can also chart the trends in coverage over time. This will allow each Contracting Body to see their media profile on a daily, weekly or monthly basis. Quantitative trends can be assessed by volume, reach or value. This can provide useful reference points to focus media strategy and identify communications opportunities or challenges.

Reach of Coverage:
We supply the reach of the coverage in terms of circulation – sometimes referred to as "impressions", "readership" or "opportunities to see". Figures are sourced from a database of over 20,000 media entries. Thus, each Contracting Body will be able to clearly see the number of people exposed to their coverage.

Value of Coverage:
Value of coverage can be defined in terms of Advertising Value Equivalency or AVE. We recognise that AVE data can be a useful metric to some Contracting Bodies. Each print article is measured for its size in centimetres squared. Once this has been captured, the size of the article is multiplied by the cost of a centimetre squared of advertising for that publication. Online value figures are calculated using cost per clip rates and unique user figures. Customised values can also be provided based on specific Contracting Body needs.

Media Type:
We assign a media type to each item of coverage that we identify as follows: UK Nationals, UK Key Regionals, UK Additional Regionals, Business Magazines, Consumer Magazines, International, Online, Newswires and Broadcast. Contracting Bodies can create charts and dashboards assessing the media type in which they are most prominent and the trends over time in relation to their top media types. This can help focus on target areas for media campaigns and identify sections of the media that require further relationship building for a Contracting Body.

Publication and Journalist Tracking:

Each Contracting Body can chart which publications and journalists are writing the most about them over the reporting period. This enables them to clearly see which journalists are responding to their PR efforts and which are worth pursuing based on their audience reach.

Keyword Share:
Each Contracting Body can chart a range of measures relating to the use of particular keywords in the media such as the trend over time by keyword, average number of mentions per day by keyword, top sources by keyword and share of voice by keyword.

We offer a range of automated qualitative measures:

Automated Sentiment:
Due to the high volume of conversations generated in social media, we use advanced text analytics to generate automated analysis for all mainstream and social content. This includes analysis of the key topics being discussed, and hashtags being mentioned and the sentiment of conversations. This approach is over 75% accurate when applied to short posts appearing on micro-media sites such as Twitter.

This automated approach can also be applied to mainstream print and online coverage to report on sentiment across both mainstream and social media. The results can quickly enable a Contracting Body to get an idea of sentiment towards a subject and can act as an alert to potential issues at an early stage.

Presentation of Automated Analysis:
All automated measures are chartable within our Media Platform. We offer a range of charting and options and an unlimited number of dashboards can be produced to present the results of this analysis. Charts and dashboards can be quickly and easily exported and shared from Media Platform in a range of formats. We will provide full training and support for all users wishing to utilise the automated evaluation reporting functionality within our Media Platform.

Our media evaluation team is also able to create more customised analysis reports based on the results of automated analysis should this be a requirement. These customised reports can contain commentary identifying trends or themes.

Press Data Ltd Response – AQD3

No

Prime Research Ltd Response – AQD3

No

3.3. Selection Questionnaire Section C – Framework Specifics – Lot 2 Only

AQC1 RESOURCE AND ACCOUNT MANAGEMENT

The Authority requires the Potential Provider to demonstrate their ability to provide effective resource and account management to support the Contracting Bodies in Lot 2, as set out in section 22 of Framework Schedule 2 Part A ("the Requirement").

Please outline your approach to resourcing and account management including the processes you will have in place which evidences how you will ensure that: The appropriate skills and expertise will be available to Contracting Bodies at all times; that each Contracting Body is allocated a named contact; that varying Contracting Body requirements are met; and that queries and issues raised by a Contracting Body are responded to and resolved within the specified timescales.

AQC1 Response Guidance

All Potential Providers submitting a Tender for Lot 2 must answer this question.

Your response should clearly demonstrate your approach to providing effective resource and account management to Contracting Bodies – your response must include:
7) Your proposed resourcing structure to meet all of the Mandatory Service Requirements and Core Services within Lot 2.
8) The process you would use for allocating resource to individual Contracting Bodies, including providing a named contact for each Contracting Body.
9) How you would ensure the account management process will support the variable sizes and scope of Contracting Body requirements to ensure the requirements of all Contracting Bodies are met.
10) The process you would use to effectively respond to and resolve the queries and issues raised by the Contracting Body within the specified timescales.

Responses should be limited to and focused on the specific question posed. Potential Provider's should refrain from including generalised statements, information not relevant to the topic and information related to marketing of your organisation. Attachments and additional documents will not be taken into account.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the points in this Response Guidance in the order they are listed above and highlight which point (1 to 4) you are responding to.

Marking Scheme	Evaluation Guidance
100	The Potential Provider's response has fully addressed all 4 of the component parts of the Response Guidance above demonstrating their full ability to meet the Requirement.

75	The Potential Provider's response has only fully addressed 3 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
50	The Potential Provider's response has only fully addressed 2 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
25	The Potential Provider's response has only fully addressed 1 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
0	The Potential Provider's response has NOT fully addressed any of the 4 component parts of the Response Guidance above, demonstrating limited ability to meet the Requirement or no ability to meet the Requirement OR A response has not been provided to this question.

Gorkana Group Ltd Response – AQC1

1. Resource Structure: Each Contracting Body will have a named Account Manager as their primary point of contact for the services provided under Lot 2. Depending on the scope of the service there will be one or more Account Executives assigned to the account. The Account Team will sit within the wider social media operations team and in the case where urgent assistance is needed and a named contact is not available other team members will be able to offer assistance. The social media operations team is supported by a second-line tech team who are on hand to assist with technical support requests. The Account Team will escalate support requests to the tech team on behalf of the client as and when needed.

All clients taking a social media service with Gorkana will have a specialist on-boarding team available to assist with set up and advise the client on the best approach to take to ensure that coverage is both comprehensive but also as relevant as possible. The on-boarding team includes consultants, search string experts and training specialists. The on-boarding team will work closely with the Account Team to ensure a smooth on-boarding process.

Our social media team sits as a function within our insights and analysis division and either looks after clients entirely or in conjunction with other teams at Gorkana depending on the type of service the client needs and what other services they have with Gorkana (see part 2 below).

We have over a decade of experience in providing social media analysis solutions and have worked with a number of UK government departments for several years. We have a strong reputation across all of the services we provide for exceptional customer service. Unlike companies that only provide social media services we have a broader understanding of how social media fits into the wider communications mix, especially within the public sector where we have a strong track record of providing social media services.

2. Resource Allocation: When allocating resources to individual Contracting Bodies we will consider the following four elements in determining the right team members:

• What is the size, scope and complexity of the requirements?
• What other services does the Contracting Body have with Gorkana?
• What is the availability of Gorkana team members with relevant experience and skills to support the client?
• What level of experience do users at the Contracting Body have with social media services of this type?

If a Contracting Body already has other services with Gorkana (such as media monitoring or analysis) we will normally look to add a social media specialist to the existing team (if there isn't one already) and for the existing relationship manager to be the named contact for the users of the social media service.

Where we have Gorkana team members that have experience of working with a Contracting Body in the past (or with similar organisations) we will normally try to assign them to that account. Having a good understanding of what a Contracting Body

does and how its team is organised can be a great help in providing top level customer service.

All contacts will have named Account Manager who will be supported by the social media team and/or wider Account Team depending on what other services the client has with Gorkana.

The degree of complexity, size and scope of the project, and the level of experience of using such services within the Contracting Body are also important factors to consider when allocating the right team members to the account. We will always try to match team members to a Contracting Body that have the most relevant experience to similar types of services or similar organisations.

3. Account Management Process: We do not take a one-size-fits-all approach to customer services and have a wide variety of team configurations within our business for government clients.

If a Contracting Body only has a social media service with us or they have a large social media component to their overall service we will have a specialist team within our social media team, including the Account Manager, allocated to that account. In addition to our social media we also have social media specialists within our analysis teams and in some cases the best solution for clients is to support a social media service as an extension to other services provided to that Contracting Body.

If a Contracting Body is taking a social media service from Gorkana and this is a new type of activity they can sometimes need extra support and advice in getting their service started. Contracting Bodies that have experience with these types of service and have internal specialists familiar with using tools of this type can require a different level of support and ask more detailed specialised questions. In turn this can require different types of skills and expertise on the side of Gorkana so we will try to match people to accounts as best we can to ensure clients get the best experience.

4. Issue Resolution: For all Contracting Bodies we will configure a team email address that can be used to reach all Gorkana support team members easily. This will take the format of [ContractingBody]@gorkana.com where [ContractingBody] is the name of the Contracting Body. We already have this process in place for existing government clients who use our social media service and this model works well for them.

Clients will have the phone number and email of their named Account Manager but we recommend that when email contact is made for clients to use the team address for their account as that will ensure other team members can pick up on the client's request if the Account Manager is away or unavailable.

The support team will be on hand to create new users quickly and efficiently and reset passwords and logins where required. We will also be on hand for both urgent and non-urgent queries as and when users need assistance. Most queries will be resolved by the account team directly. In some occasions an issue may need to be escalated to the second line technical support desk. Communications between the tech support team and the client will be managed through the account services team.

Our account teams will also support users to enable them to create reports with the Tool that meet their reporting requirements.

Urgent queries will normally be resolved within a 2 hour timeframe during operational hours of 9am to 6pm Monday to Friday. If a query cannot be resolved within this timeframe we will communicate this with the client and agree on an alternative timeframe. What is or isn't defined as "urgent" will be determined with the Contracting Body as part of the Call Off Agreement for their service.

LexisNexis Butterworths Response – AQC1

(1) This response outlines our proposed resourcing and account management structure for all Contracting Bodies in Lot 2, as per Response Guidance question (1).

(2) Also outlined is our process for allocating resource to individual Contracting Bodies, including providing a named contact for each Contracting Body.

Our approach will be to assign a dedicated Account Management team who will deliver all of the Core Services in line with the Mandatory Service Requirements within Lot 2 (22.1). The team will be named and will comprise of an Account Manager, Client Services Manager, Product Adoption Specialist and Training Consultant to ensure that all core services in line with the mandatory service requirements are delivered to the Contracting Body's specific requirements. Alongside a dedicated Account Manager, the team will comprise of:

o The Account Manager will be the primary named contact who can be contacted via telephone and email by the Contracting Body outside of normal working hours - 6pm to 9am Monday to Friday and 24 hours a day at weekends (22.2).

o A Client Services Manager who will be on hand as a secondary contact to the Contracting Body, monitoring the performance of the Core Services in line with the Mandatory Service Requirements within Lot 2 and resolving issues raised by the Contracting Body in respect of the Services promptly and to the satisfaction of the Contracting Body.

o A Product Adoption Specialist will focus on continuity of service where the Contracting Body has an existing requirement they wish to migrate over to the Framework. This will include - but is not limited to - project management, implementation of an online portal (where required), assistance with migration of media monitoring alerts and keyword searches, and all on-going reporting requirements.

o A Training Consultant will facilitate all of the Contracting Body's training requirements. This will include an initial training needs analysis to meet all core and mandatory service requirements for the duration of the call off agreement term.

(3) We will ensure the account management process will support the variable sizes and scope of Contracting Body requirements and ensure the requirements of all Contracting Bodies are met as per Response Guidance question (3).

Our resourcing and account management structure will ensure that effective account management is provided to deliver all of the Core Services in line with the Mandatory Service Requirements within Lot 2 (22.1):

We recognise that Contracting Body requirements will be variable in both size and scope and our approach will offer both scalability and continuity to ensure the requirements of all Contracting Bodies are met (22.3):

o The Account Manager will be the first point of contact and will respond to urgent queries raised by the Contracting Body promptly and to the satisfaction of the Contracting Body, where possible within 2 hours for urgent issues during normal

working hours (Mon-Fri 9am–6pm). If, for reasons reasonably outside of the Account Manager's control, the issue cannot be resolved within 2 hours, a member of the named Account Team will provide the Contracting Body with a detailed timeline of when the issue will be resolved (22.4).

o   Non-urgent queries and issues will be resolved with 24 hours unless, for reasons reasonably outside of our control, it is not possible, in which case we will resolve the issue as soon as possible and provide the Contracting Body with a timeline of when the issue will be resolved (22.5).

o   Customer, content and technical support for UK customers will be provided by a team of dedicated staff at our customer service centre. The team is trained to provide effective support on all services and have the technical means to access and operate them successfully. Our customer support team are experienced information professionals and are familiar with both our tools and our technology and able to help address both technical and content queries as and when they arise (22.6)

o   Support is provided by email and telephone during normal business hours of 07:30 to 18:00 Monday to Friday. Outside these hours, at weekends, bank or public holiday's calls can be placed to the LexisNexis Global Operations Centre in Dayton, Ohio where support is available 24 hours a day, 365 days a year (22.6.1).

The support team can assist users with:

o   Creating new user accounts quickly and efficiently (22.6.2);

o   Resetting user ID's, passwords and logins (22.6.3);

o   Providing resolutions for all urgent and non-urgent queries or issues;

o   Providing the Contracting Body's users with help and support for any urgent and non-urgent queries or issues; and

o   Providing any additional and reasonable support required by the Contracting Body (22.6.4).

o   In addition to the traditional channels of phone and email, online help will be provided to Contracting Bodies to assist with searches, sharing and distribution of social media content and analysis of results.

(4) The following response outlines the process we would use to effectively respond to and resolve any queries and issues raised by the Contracting Body within the specified timescales:

o   The account team will be targeted to ensure all of the Contracting Bodies Key Performance Indicators and Service Level Agreements are met in full. The engagement process between Account Manager and Contracting Body will consist of regular review meetings to address any concerns and ensure key stakeholders expectations are met at all times. Any issues highlighted by the Contracting Body will be shared with the customer service team in line with best practice.

o The Account Manager and the Client Services Manager will proactively monitor the performance of the Services and take action as required to ensure that all of the Contracting Bodies requirements are met including making suggestions of ways to further enhance the service.

o Our robust disaster recovery procedures enable our Services to be continually available, with minimum disruption, on a 24/7 basis. This ensures that we meet the General Mandatory Service Requirements for all services as outlined in Section 7 of the Framework.

o We will provide our Services, on an uninterrupted basis, 24/7, with reporting available 7 days per week.

o Our Services will be available every day of the year, including weekends, all public holidays, and Christmas Day.

o Monitoring of platform health and load allow LexisNexis to identify traffic/activity spikes early and mitigate any potential problems with minimal impact to customers. This monitoring is tied to the LexisNexis Operations Team, who operate in the US and UK and are on-call 24/7.

o LexisNexis typically over-provisions its contracted services by 25-50% to handle large spikes in traffic/activity, due to either major news stories or other events such as abuse against the platform. In addition to this, LexisNexis has in place enterprise level load balancers at all of our locations giving the ability to deploy more resources into platform pools both quickly and seamlessly.

o LexisNexis have also been deploying 'global traffic management', allowing platforms to be served out of two or more LexisNexis sites based on resources available at each site and the geo location of the end-user.

Any additional and reasonable support required by the Contracting Body would be provided to resolve any queries and issues raised within the specified timescales (22.6.5).

Meltwater (UK) Ltd Response – AQC1

1.   RESOURCING STRUCTURE

The CB (CB) will have a named client-facing UK-based MW (MW) AM (AM), responsible for day-to-day operational management of all services. If the CB requires an internationally-based AM (e.g. for UK Embassies abroad, etc), we will appoint a specialist from one of our 50+ offices globally.

The AM will report to the local Client Success MD, also available for first tier escalation. Ultimate responsibility for the Framework Contract will fall on Ajay Khari, EMEA Enterprise Solutions Director for MW (or another Senior Director). Ajay will have product teams reporting to him on a quarterly basis with quality assurance reviews. Ajay will be in touch with CBs directly on an ad hoc basis, esp. where increased size & scope is the case, to ensure that any changes that need to be made can also be done outside the formal review periods.

The AM will consult on optimizing the service and interpreting the results. Where appropriate, the AM will look to familiarize himself with the CB's business to provide sensitive support, & increased value throughout.

As an additional resource, each CB will have access to an online Help Centre that will host Q&A material specific to account functionality, enabling the client to contact other support personnel should the AM not be available, e.g. off-sick, annual leave, etc.

2.   ALLOCATING SUPPORT

At the point of Contracting, an AM (qualified to Undergraduate level+) will be appointed by the Client Success MD as per:

I)   Bandwidth for the size & scope of Contract
II) Specific public sector experience and/or transferrable knowledge from private sector experience
III) Request by CB to appoint a favoured AM

Within 5 working days as standard, or within the same day if the CB requires an expedited approach, the AM will set up an Onboarding Meeting with the key personnel at the client's end. The agenda of an Onboarding Meeting is (1hr duration):

I.   Intro between MW & CB
II.   Requirement Analysis
III.   Training
IV.   Next steps

The Onboarding Meeting is usually telephonic and conducted via screensharing, though it can also be extended to in-person training.

Following the Onboarding Meeting, the AM will set up the service within 1 business day for Simple accounts, 2 business days for Advanced accounts, 4 business days for Complex accounts, and 5 business days for Elite accounts:

I.   Simple accounts: potential value of under £15k p/a, or no more than 25 keywords
II.   Advanced accounts: potential value of £15k-£50k, or 26-75 keywords
III.   Complex accounts: potential value of £50k-£100k p/a, or 76-100 keywords
IV.   Elite accounts: potential value of £100k+ p/a, or 101+ keywords.

Standard Methodology sees 3 Snagging Reviews (after Wk2, 5, & 9), where we will contact service users to gain feedback & optimize the system. A survey will follow at Wk12, and our initial delivery will be assessed by the CB. This will be fed back into staff training & development.

Ongoing Acct Mgmt will then be assessed with the CB every 3mths, with a 2nd survey due after Month6. Outside of these formal reviews, the AM will be on-hand and proactively contact the CB if there is advice that may add to the client experience (e.g. altering keywords, analyzing other KPIs to measure outcome, etc).

A customised account methodology is available where required by the CB.

During the Onboarding Meeting, we will issue the CB with:

I.   An out-of-hours e-mail address/online help centre
II.   At least two named individuals with full contact details for out-of-hours support

3.   SUPPORTING VARIABLE SIZE/SCOPE

Our methodology is scalable. Assuming that the requirements are clear, even Complex or Elite accounts can be set up within 10days, inclusive of the Onboarding Meeting.

Either at the point of Contracting, during the Onboarding Meeting, or when a requirement for increased support is needed later in the subscription, the Client Success MD may choose to appoint multiple AMs for any period.

Typically, this will be considered if:

    I)   The CB requires additional training due to an influx of new users
    II)   The CB requests additional support.

For accounts that may have demands beyond the core services as per the Framework (e.g. if the needs of the CB evolve beyond the mandatory requirements stated in this bidding process), Ajay Khari and his team will assess the needs of the client & develop a solution that best fits. This may require:

    i)   Provision of an enhanced in-house solution
    ii)   Seeking compatible solutions with existing & new partners

4. RESPONDING TO QUERIES

In addition to the information given above about the role of account managers and out-of-hours staff, MW has implemented an industry standard support ticketing and case management platform that ensures all client queries and issues are prioritized

appropriately, directed to the most suitable resource and are resolved in a timely manner based on defined SLA's. This ticketing platform also provides access to an additional team of account managers that will ensure that the Contracting Body receives as much assistance as needed.

We commit to addressing and resolving queries raised by the CB promptly. Where a service query is raised, we will aim to respond and resolve within 90mins where possible. This includes all tasks raised in Section 22.6. If the scope of adjustment is anticipated to be more time-consuming, we will provide the CB with a projection of how long it will take.

MW also provides all clients with access to our knowledge resource center called the Meltwater Help Center. Clients can enter various training programs depending on their level of expertise with the Meltwater software, access user manuals, and view client use cases and success tips. Clients can drill down into detailed features by asking questions or can search features by category to find the relevant articles and topics.

Precise Media Monitoring Ltd Response – AQC1

As the leading provider of social media services to brand, marketing, digital communications and PR teams, employing 550 staff and working with c.2,500 clients, we are able to draw upon a wealth of industry expertise and skilled account management. Our scalable approach and structured resourcing will accommodate fluctuations in demand during the lifetime of the Framework. On this basis, we confirm we have the appropriate capabilities to manage varying Contracting Body requirements and meet the Mandatory Service Requirements within Lot 2, as set out in Section 22 of Attachment 9.

Resourcing Structure:
We operate the largest and most experienced Account Management department in the industry that includes a team of 20 staff dedicated to the on-going management and day-to-day support of our public sector clients. We understand the pressures faced by public bodies and will organise and resource our operation to meet these needs. We will create a Dedicated Framework Unit from our existing team, overseen by a Sector Head and reporting to our Managing Director, and scale this unit as required.

Over 250 staff will be involved in the direct delivery of our core services, and we will maintain our ability to scale the business as required. We are the only provider to offer expertise across all areas of the service requirement in terms of media monitoring, analysis, social media, journalist database and forward planning services. We have achieved and retained our ISO9001 quality assurance standard based on the quality and reliability of our people, systems and support.

Contracting Bodies will be supplied with a biography of the Dedicated Framework Unit staff, with their contact details being posted online. These staff will have at least 18 months experience of servicing key public and private sector clients, including the Cabinet Office, BBC, NHS, NAO, ECB, EU and Scottish Government.

Allocation of Resource and Named Contacts:
We confirm our ability to respond to any query promptly and in line with specified SLAs. Each Contracting Body will be assigned a named, experienced Client Service Manager, Social Media Training Manager and Account Consultant with commercial responsibility for each account from our Dedicated Framework Unit. Furthermore, given the critical nature of our relationship with Government, senior management will be on hand to ensure the best possible level of service and innovation.

The Client Service Manager will be supported by the Sector Head of the Dedicated Framework Unit, to oversee the quality and consistency of services, working directly with the Contracting Body during key periods of change or heightened social media activity. In addition to managing the Contracting Body's social media service, this individual will also manage any mainstream media monitoring services that may be provided to the Contracting Body. This approach will enable the Client Service Manager to offer central advice and recommendations regarding all services, to identify common themes and to develop a detailed understanding of the requirements of each Contracting Body.

A dedicated Training Manager will be responsible for training users of the social media tool as often as required, as well as answering queries regarding functionality, set-up, charting and dashboards. Our Training Managers are experienced consultants who

will offer relevant and innovative recommendations to ensure Contracting Bodies maximise their use of the social media tool. The training team log client feedback, reporting back to the Dedicated Framework Unit who consolidates this feedback to guide further service development.

The Account Consultant will be the senior escalation point for the account and will work to develop the service as needs change over time. We employ a stringent escalation process to ensure that we are addressing any requirements that are identified within the Management Information reports or from direct user feedback, proactively seeking to solve these before they become an issue.

We appreciate Contracting Bodies of different sizes and remits will have differing support and service needs. We will take a segmented approach to ensure that Contracting Bodies with varying digital requirements and scope are appropriately addressed.

We will employ a structured approach to scoping each Contracting Body's social media requirements, hosting an initial briefing session to understand specific requirements and digital strategy, with regular update sessions throughout the contract term. This will enable us to effectively design and implement a service, planning staff allocation according to the scope of requirements and the appropriate time has been scheduled to set-up and test the service. As standard we will propose a pilot stage for each new service in order to refine requirements and identify any potential challenges to be addressed.

The Client Service Manager will proactively call each Contracting Body at least once a month as well as arranging regular face to face meetings to review the service, agree changes according to fluctuating requirements and make recommendations to enhance the social media services. These reviews are essential as they help us ensure we have the correct resource in place to support the changing digital and social requirements of each Contracting Body.

Each Contracting Body will receive as much support as necessary during the length of the contract; we place no restrictions on the level of Account Management support supplied to each organisation.

Response Times:
The Dedicated Framework Unit team members will be available within office hours from 06:00 to 19:00, seven-days-a week and contactable via phone and email by the Contracting Body outside of normal working hours (18:00 to 09:00 Monday to Friday and 24 hours a day at weekends). We will respond to urgent issues within 15 minutes and non-urgent issues within an hour. If, for reasons outside of our control, it is not possible to resolve an issue within an agreed time-frame, we will proactively contact the Contracting Body. Each Contracting Body will be provided with the email and mobile number of their Account Consultant to contact outside of working hours. Formal training processes are in place to ensure the team are operating at the highest possible level.

Each Contracting Body will be able to request new user accounts for the social media tool as often as required as well as resetting log-in IDs and passwords. These requests will be actioned within an hour during the hours of 06:00 and 19:00. Should

an urgent query arise each Contracting Body will be able to contact a senior contact who can organise for new user additions immediately.

We will set KPIs to identify and manage account management performance and we will work with each Contracting Body to refine these KPIs. Our services are built and refined upon client feedback and innovation sessions are held to encourage participation in this process. We note the need for Management Information reports to support the CCS throughout the Framework agreement and we can deliver these. Our internal SalesForce and client management tools record all client interaction, requirements and processes to ensure that, should demand for greater resource be required, social media experts in each field can be seconded to support additional workload. We confirm we have robust structures and processes in place to effectively manage peaks in Contracting Body demand for the services to ensure their requirements are consistently met without impacting the overall quality of the service.

As an example, Bank of England required additional support during recent announcements. We set up customised social media alerts to identify whenever a key influencer such as a politician, major journalist or opinion former mentioned the issue. We also produced a social media report at the end of each day which summarised the key instigators of positive or negative sentiment across social media, which influencers were driving the conversation and the potential audience reached.

Runtime Collective Ltd Response – AQC1

Brandwatch will always appoint a dedicated account manager to all individual contracting bodies who procure our service. Account managers are allocated based on workload and expertise in a specific area. Conflicts of interest are also taken into consideration when allocating accounts to account managers. The management team is stuctured with Junior Account Managers (Account Executives), MId-weight Account Managers (Account Manager) Senior Account Managers (Account Directors) and our Head of Account Management. Depending on the size and complexity of the engagement with the contracting body, an Account Manager with the appropriate level of experience will be allocated.

Account managers are UK based in Brighton, East Sussex and are contactable by phone or email between the hours of 08:30am and 18:00pm GMT/BST, Monday to Friday on UK Business days. In the event of your dedicated account manager not being available during these times, a stand-in will be appointed from the account management team. Any client issues that arise within these hours will be addressed immediately and action taken to resolve them. The time taken to resolve any issue will be dependent on the issue itself. Any non-urgent questions will always be responded to in a quick and timely fashion, well within a 24 hour time frame.

All Brandwatch clients also have access to our in-house support team. Like the account managers the support team is contactable by phone or email, but also in addition via the online support portal embedded within the Brandwatch application. Our support team are available between the hours of 08:30am and 01:00am GMT/BST. We currently plan to roll out 24/7 support at the beginning of Q3 2015. The support team can assist Contracting Bodies with a range of requests including but not limited to, creating new user accounts and permissions, resetting login details, urgent and non-urgent queries and issues and provide any other reasonable support requests pertaining to the app.

In the event the Contracting Body experiences a problem(s) with respect to the Brandwatch Application, the client must notify the Brandwatch support team by submitting a request through the online form within the application in the first instance. In instances when the system is unavailable, by emailing support@brandwatch.com. Such notification should include a clearly written description of the problem(s) and any steps that the contracting body can reasonably identify that would allow Brandwatch to replicate the problem(s). Once the client has provided Brandwatch with the requisite notification of the problem, Brandwatch shall promptly log the problem and provide the client with a Ticket ID.

Requests are prioritised based on a range of factors including the severity of the issues, the impact on the platform and overall usage, as well as how much of our client-base is affected. Priority does guide how quickly requests are responded to and (if necessary) fixed. Our SLA details response times as follows:

Report of High priority issue (critical problem preventing all clients from using the platform or products OR major component is non functional or not accessible OR significant loss or corruption of data) - The response time will be up to 1 business hour and fix time will be 2-3 business days.

Report of Medium priority issue (component is non functional or not accessible, with no workaround Platform or Product remains otherwise functional) - The response time will be up to 4 business hours with a fix time of 2 weeks.

Report of Low priority issue (component is non-functional or non accessible, workaround is available OR minimal affect on data analysis) - The response time will be up to 6 business hours with a fix time of up to 6 weeks.

Content extractions (request to improve content extraction for a specific site) - The response time will be up to 6 business hours with a fix time of up to or exceeding 6 weeks.
General questions (questions about product behaviour, etc) - The response time will be up to 6 business hours.

Over the past 6 month the average response times for Support Team requests was under one hour and customer satisfaction has not dropped below 97%.

AQC2 MAINTENANCE AND IMPROVEMENT OF THE TOOL

The Authority requires the Potential Provider to demonstrate their ability to maintain and continuously improve the social media monitoring tool ("the Tool"), as set out in section 23.3 of Framework Schedule 2 Part A ("the Requirement").

Please outline how you would effectively maintain and continuously improve the social media monitoring tool

AQC2 Response Guidance

Your response should clearly demonstrate your approach to maintaining the social media monitoring and analysis tool so it is continuously available to the Contracting Body, the process used to identify planned downtime and how improvements to the Tool will be identified and implemented.

1) The process you would use to maintain the availability of the Tool to ensure that it is continuously available to the Contracting Body.
2) The process you would use to plan essential downtime of the Tool so that the Contracting Body is aware of the planned downtime and the planned downtime does not adversely impact the Contracting Body's use of the Tool.
3) The process you would use to identify and implement improvements to the Tool, to maximise the effectiveness of the Contracting Body's social media monitoring.

Responses should be limited to and focused on the specific question posed. Potential Provider's should refrain from including generalised statements, information not relevant to the topic and information related to marketing of your organisation. Attachments and additional documents will not be taken into account.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the points in this Response Guidance in the order they are listed above and highlight which point (1 to 3) you are responding to.

Marking Scheme	Evaluation Guidance
100	The Potential Provider's response has fully addressed all 3 of the component parts of the Response Guidance above, demonstrating their full ability to meet the Requirement
66	The Potential Provider's response has only fully addressed 2 of the 3 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
33	The Potential Provider's response has only fully addressed 1 of the 3 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
0	The Potential Provider's response has NOT fully addressed any of the 3 component parts of the Response Guidance above, demonstrating a limited ability to meet the Requirement or no ability to meet the Requirement OR A response has not been provided to this question.

Supplier's Responses AQC2

Gorkana Group Ltd Response – AQC2

1. Availability: The Tool is available online through a web browser and is accessible to users with their username and password. The Tool is available 24/7 other than for scheduled downtime for service updates and maintenance.

The Tool is hosted by our tech partners Brandwatch, a British company based in Brighton and recognised leader in social media monitoring and analysis technology.

Brandwatch guarantees system availability at 99.5%, excluding scheduled maintenance, over any calendar month. System availability is monitored 24x7x365 by testing live queries on the Brandwatch system from a remote test server, located outside of and remote to Brandwatch's production infrastructure. Availability is sampled every 4 minutes and is based upon the successful operation of all core analysis functionality (including login, project listing, categories listing, query group and sitegroup listing, mention retrieval and mention search).

Additionally to the service uptime measurement, the application is monitored 24×7 from two other systems, so that we can proactively address issues before they manifest as service interruptions for our clients.

2. Downtime: Scheduled maintenance occurs between 00.00 and 05.00 GMT on Sundays, and provides at least 72 hours notice. Maintenance is never scheduled during working hours (8am to 1am GMT weekdays).

Emergency notifications may be sent out with less than 72 hours in extreme conditions (which has happened once in the past 4 years), but such maintenance periods count towards downtime values which are specified in the SLA (scheduled maintenance is excluded).

New features, updates, enhancements and bug fixes for the Tool are rolled out on a fortnightly cycle.

3. Improvements: We work closely with our tech partners, Brandwatch, to ensure that the functionality of the tool and source coverage develops in line with the changing needs of our clients. We have fortnightly in-person meetings with Brandwatch to discuss the product development roadmap and the roll-out plan for major new features. These meetings include representatives from Customer Services, Operations, Sales, Product Marketing and Tech to ensure that all aspects of customer experience are considered. Clients will often have their own suggestions for how the Tool can be improved and these meetings are the perfect forum for us to raise and discuss these client suggestions.

When a major new feature is planned we will run an internal beta test programme during which we may include one or more clients to participate. These ensure we have a good understanding of what impact the new feature will have on clients, how they can make best use of it, and how we need to communicate the new feature to our customers. With any new feature rollout we also plan and prepare training materials in

advance so that our training team are ready to train customers on the new features and answer any questions they might have. When a new feature is particularly significant we will also offer webinar sessions or client-specific 'top up' training to introduce users to the new functions.

LexisNexis Butterworths Response – AQC2

In accordance with Section 23.1 of the Framework Schedule 2: Services and Key Performance Indicators Part A – Services, our services will:

-Provide an online social media monitoring and analysis tool ("the Tool") to the Contracting Body (23.1).

(1) This response outlines the processes we use to maintain the availability of the Tool to ensure that it will be continuously available to the Contracting Body. We are directly responsible for the hosting, continuous availability, maintenance and continuous improvement of the Tool (23.3.1).

- We have a suitable and robust disaster recovery procedure in place at all times to enable our Services to be continuously available, with minimum disruption, on a 24/7 basis and to ensure that we meet the General Mandatory Service Requirements for all services as outlined in Section 7 of the Framework.

-In the past 5 years we have invested considerably in the technology behind our platforms to strengthen reliability and resilience.

- Our Tool is built on a scalable platform that has doubled delivery volumes year on year, delivering billions of articles, while maintaining fast average response times of 1-2 seconds or less (large portion of responses being delivered sub-second).

- Our Services are available every day of the year, including weekends, all public holidays, and Christmas Day.

- Monitoring of platform health and load allow us to identify traffic/activity spikes early and mitigate any potential problems with minimal impact to customers. Monitoring is undertaken by our Operations Team who operate in the US and UK and are on-call 24/7.

- We typically over-provision our contracted services by 25-50% to handle large spikes in traffic/activity eg when major news stories break or other contributory events such as abuse against the platform. In addition to this, we have enterprise level load balancers at all of our locations giving the ability to deploy more resources into platform pools both quickly and seamlessly and ensure continuous availability.

- We have also been deploying 'global traffic management', allowing platforms to be served out of two or more LexisNexis sites based on resources available at each site and the geo location of the end-user.

- To ensure best practice, we have logging facilities integrated into all platforms and closely monitor delivery of services across all these platforms. This includes, but is not limited to:

- monitoring platform UI and API response times;

- monitoring expected activity levels across all platforms, and any deviation from expected norms;

- monitoring delivery of articles via all platforms.

(2) Outlined below is our process for ensuring that the Contracting Body is aware of any planned essential downtime and how the planned downtime will not adversely impact the Contracting Body's use of the Tool. We will ensure that any planned downtime for maintenance or to update the Tool does not adversely impact the ability of the Contracting Body to effectively monitor social media using the Tool (23.3.2).

- Our platforms have a baseline of 99.8% uptime including scheduled planned downtime.

- Any planned downtime for maintenance or to update the Tool is performed in scheduled windows outside of normal operating hours (9am – 6pm Mon-Fri) in line with 23.3.2 to have minimal impact on our clients.

- We will notify the Contracting Body by email within a reasonable period in advance of any planned downtime to ensure the Contracting Body's use of the tool is not adversely impacted (23.3.3).

(3) We work with our technology partners, publishers and clients to continuously improve and maximise the effectiveness of our solutions and platforms for content delivery. The following response outlines the process we use to continuously implement developments to the Tool, by identifying improvements and emerging good practice to enable the Contracting Body to maximise the effectiveness of its social media monitoring (23.3.4):

- We recognise that Contracting Body requirements will be variable in both size and scope and our approach will offer both scalability and continuity to ensure the requirements of all Contracting Bodies are met.

- Our solutions deliver nearly 4m articles daily from 100 countries and in 75 languages and we regularly upload additional content such as licensed social media content to continuously increase coverage and scope.

- We have a proven commitment to continuous investment in our platforms. Recent investments include the development of word clouds, geographical heat maps and graphical coverage and sentiment analysis all of which will give the Contracting Bodies access to advanced analytics for effective social media monitoring.

- Our improvements are driven by what customers ask for and we make a point of listening. In response to customer requirements for added functionality we added Article Sentiment, MozRank, and the ability to manage unused facets.

- The engagement process between the Account Manager and the Contracting Body will consist of regular review meetings to identify any wishes or improvements and ensure expectations are met at all times. Any matters highlighted by the Contracting Body will be shared with the customer service team in line with best practice and to ensure we can maximise the effectiveness of our social media monitoring capabilities.

Meltwater (UK) Ltd Response – AQC2

1)   AVAILABILITY OF TOOL

Meltwater maintains industry standard best practices for platform uptime, business continuity and disaster recovery. Our Operations Engineering team works closely with our Data Centre Vendors to ensure that we minimize the occurrence of platform impacting issues. All Meltwater's data centers are world-class facilities.

Industry standard 'best practices', refers to those processes and workflows that are recognized and certified in the technology sector as ensuring that systems are maintained effectively. All systems are monitored by automated scripts. Clients are alerted of partial outage of the system via an informational popup in the web application.

Meltwater platform systems undergo a major audit every year. For any changes applied to the platform in the period between audits, there is a defined change management process, which includes quality security criteria to be fulfilled for the change to be authorized.

All third party relationships are given a comprehensive quality and security assessment to ensure they implement appropriate technical, physical and administrative safeguards for technical implementations and client success.

All policies and procedures are compliant with the legislation of the country the systems and data are physically stored in.

In real terms, this means that our data is backed up and recoverable in the event of catastrophic failure, with servers based at several secure locations all over the world.

Alongside this, Tech teams abide by a "follow-the-sun" shift pattern meaning that there is always support available for any remedial work that needs to be undertaken.

All applicable systems and underlying infrastructure are built for high availability, with no single point of failure, data mirroring, multiple power feeds and automated self-healing.

This led to 98.5% platform availability in 2014.

2)   MANAGING DOWNTIME

Meltwater Operations engineering notify all Enterprise clients five days in advance of ALL planned maintenance downtime. All planned downtime is managed to minimize the impact to our clients.

We maintain a well-defined Change Management Process that manages and records a full audit trail of all changes planned for, and rolled to, our production environments.

Planned downtime relates to the time required to apply systems updates and improvements that benefit all clients. All stakeholders are involved and all activities and tasks related to deliverables through planned downtime are well defined in

advance. All maintenance or new release downtime impacts clients positively whether that be through new application features or platform performance.

3) IMPROVEMENTS

Meltwater Product Management are continually focused on adding new features to our products that drive additional value for our clients – these new feature candidates are identified based on a number of criteria:

We undertake 3-4 competitive landscape research studies per year- with our HQ on the edge of Silicon Valley the pace of technical develop is fast, especially in the Tech sphere so we meet with researchers and in-house teams to assess where our competitors are and what industry developments are emerging.

Customer surveys are sent out twice a year, not only to comment on the existing service but to suggest service enhancements based on their needs. Should multiple clients request the same value-adding feature, it will be considered for the product roadmap. Thereafter, we conduct usability and web testing to validate our hypothesis on new features, before ultimately launching a beta version for testing amongst a handful of willing clients. We also encourage our clients to submit feature and enhancements requests directly or through their account managers as often as they see fit. These submitted feature requests are reviewed by our Product Management team for consideration of inclusion in a future product release.

Outside of these "new feature" plans, we are constantly looking to improve speed of our social media service and breadth of sources (we already link to Facebook pages/groups, Twitter, Instagram, Pinterest, Linkedin, message boards, forums, and several million blogs).

Precise Media Monitoring Ltd Response – AQC2

We confirm we are able to maintain and develop the social media monitoring tool, effectively communicating these improvements to each Contracting Body according to the requirements outlined in Section 23.3 of Attachment 9.

Continuous Availability of the Tool:

We understand the importance of providing Contracting Bodies with access to a reliable social media monitoring and analysis tool on a continuous and uninterrupted basis. As such, we have a strict policy when it comes to system downtime and development of the platform and will ensure minimum disruption to Contracting Bodies. Our IT Development team is targeted within maintaining 97% platform availability at all times, for example 700 hours out of 720 in a 30 day month. We can confirm that we have consistently exceeded this target over the last 12 months.

Our dedicated IT Development team is responsible for maintaining and improving the functionality available within the social media tool. We build our development plan through on-going research and development and client demand for new functionality alongside wider research into social media developments on a global basis.

As standard, platform updates are performed outside the hours of 6:00 and 19:00 on weekdays and last no longer than 30 minutes. System updates that are expected to take longer than 30 minutes are performed over the weekend outside the hours of 6:00 and 19:00.

Planned Downtime:

All system updates to our social media monitoring tool are planned in advance and will be communicated to Contracting Bodies at least twelve hours prior to deployment. Should a system update be scheduled, a proactive email will be sent by the IT Development team to all our staff at least twelve hours before the suggested deployment. Details provided in this email include:

- The component being updated.
- Description of how the component is being updated.
- What this updates means for users.
- Expected length of downtime.

The Dedicated Framework Unit will then proactively inform Contracting Bodies of the planned downtime. If any Contracting Body needs us to postpone the deployment, they have the opportunity to flag this with their Client Service Manager at any time within the 12 hour time-frame. Their Client Service Manager will then work with the IT Development team to adjust the time of the deployment to ensure minimum disruption to the Contracting Body's service.

The IT Development team send an email reminder to all staff five minutes before downtime begins and they send a further notice when the deployment has been completed.

Improvement of the Tool – Quality Assurance:

Our process of continuous improvement is driven by our Quality Assurance team who implement and administrate every social media search stream, taking responsibility for any changes or enhancements throughout the term of service. Based on the breadth of our social media user client base, the team employ new techniques to structure

searches that go beyond a simple keyword search. Managing and implementing all social media searches enables us to maintain visibility of common requests and queries and to develop simple solutions to meet these requests in order to streamline workflow and output.

For example, we noted that many clients wanted to focus social media monitoring on key influencers such as core journalists or MPs. Consequently, we proactively researched the twitter handles of high level influencers that are active on Twitter across 40 different sectors, MPs active on Twitter, MEPS active on Twitter, MPC members active on Twitter and Scottish MPs active on Twitter. We improved the social media tool by adding a section entitled 'TweetComms'. This section of the tool is accessible to all clients on a complementary basis.

Each user can review, manage, analyse and search posts by these specific key influencers within TweetComms. In addition, clients can set up instant email alerts whenever their organisation or a topic of interest is mentioned by one of these key influencers.

For example, The Cabinet Office has an instant social media alert set up to identify any mention of their key policies, ministers or their own organisation if it is posted by a key political, energy, defence, healthcare, legal, social affairs or City Desk journalist.

TweetComms has enabled communications professionals to integrate a key part of social media influence into their typical day-to-day activity, ensuring that they are able to spot potential issues or opportunities at an early stage.

Improvement of the Tool - User Experience:
Through our process of continuous improvement, we have developed advanced content management tools within our Media Platform to manage large data sets and ensure that the user experience is simple and easy to understand. One example of this is the addition of our RIPL (Real-time Interactive Presentation Layer) technology, which presents a graphical display of key topics within social media content. Similar to a word cloud, the RIPL has the distinct advantage of allowing users to drill down into specific topics being discussed and to identify who or what may be driving conversation.

Our Media Platform also offers users the ability to create customised charts and dashboards based on their specific requirements. At the outset of the service, the Contracting Body's Account Management and Training team will take responsibility for setting up charts and dashboards according to feedback gathered during an initial briefing session. This is one area in which we drive continuous improvement in our service delivery for each individual client because, as our work with clients progresses, further analytical representations of the social data needs to be provided to track specific areas of interest such as campaigns, policies or issues. Each user has the ability to create an unlimited number of customised charts and dashboards within the social media tool independently or with the support of the Training team, enabling them to continuously refine and improve the analytical outputs.

Improvement of the Tool – Functionality:
We have an experienced team of Training Managers supporting clients using our social media tool. Our Training Managers are able to offer relevant and innovative recommendations to ensure our clients maximise their use of the tool. The Training

team log feedback from every client training session within SalesForce, this drives a daily report which is sent to all relevant staff on a daily basis. This ensures that all client facing staff are made aware of where improvements need to be made to the platform and can communicate any emergent issues quickly both internally and externally. Requests for changes or enhancements in functionality are immediately communicated to the IT Development team, creating a culture of continuous improvement amongst the team responsible for the social media tool.

Improvement of the Tool - Innovation:
We understand that it is vital to keep pace with the rapid emergence of social media as it redefines how organisations listen to, and engage with, their key stakeholders and audiences. Our position within the Kantar Group and wider WPP infrastructure enables our social media, R&D and IT teams to stay on top of the latest developments across social media, trends fuelling key developments and direction of expansion, implementing these within our social media tools. Regular local and global conferences, seminars and webinars held by the group are made available to our teams and these see many of the leading thinkers in the social media space speaking to members of our group to inspire innovation in our tools.

Increasingly and uniquely in our industry, we are working alongside traditional market research businesses inside the Kantar Group to help develop ways to interpret key findings in behavioural change, using our social media tools to provide this insight. The immediacy of social media data is helping our end user organisations understand general public reaction to brands and even social policy changes.

Runtime Collective Ltd Response – AQC2

1+2) Brandwatch guarantees system availability at 99.5% excluding scheduled maintenance, over any calendar month.

We measure system availability 24x7x365 by testing live queries on the Brandwatch system from a remote test server, located outside of and remote to Brandwatch's production infrastructure. Availability is sampled every 4 minutes and is based upon the successful operation of all core analysis functionality (including login, project listing, categories listing, query group and sitegroup listing, mention retrieval and mention search).

We provide at least 48 hours advance notification of any scheduled maintenance, and this is shown via Brandwatch's in-app notification interface. We do try to minimise the impact of these, and where possible aim to schedule these between 23:30 Saturday to 05:30 Sunday GMT/BST.

Brandwatch reserves the right to undertake emergency maintenance between the hours of 02:00-09:00 GMT/BST in event of a major and unforeseen service issue or discovery of a severe service-threatening error in the Brandwatch system. Notification of such works will be sent via the in-app notification interface with no less than 1 hours notice, and any service outage required will not be exempt in calculation of service availability.

Additionally to the service uptime measurement, we monitor the Brandwatch application 24x7 from two other systems, so that we can proactively address issues before they manifest as service interruptions for our clients.

3) Our components and features are developed in response to specific and shifting requirements.

But for all our extreme responsiveness to client needs, we have a clear vision of our own – and a clear plan to make it come to life. The vision is that social media insights should be used in all parts of the enterprise – from product development to marketing, community management, public relations and customer service.

Our brilliant Product team acts on that vision. The product managers follow a well-established process, hitching the technical magic that makes Brandwatch work to the equally critical contact with customers. It also involves:

-Listening to customers to identify emerging needs
-Feeling the pulse and directions of the market
-Establishing a detailed schedule of development priorities
-Clearly communicating the exciting new capabilities in our pipeline and how they will deliver more value to our customers
-Involving selected customers in shaping new functionality and trying preview releases

Brandwatch has a world-class development team, with roughly 100 developers based in our Brighton headquarters. We have extraordinary technical resources and a great deal of expertise in social media monitoring and analysis. As a result we iterate incredibly quickly, working to fortnightly releases and a quarterly development schedule for large updates. This means that there will be no fewer than 25 releases this year and 75 releases made in the last three years. We have an agile approach to development which means we are constantly developing and improving on our product.

While we always keep the strategy and development of new products in-house, it is by no means a closed process. Clients or Contracting Bodies play a huge role in the ongoing development of the Brandwatch Platform. Client feedback and suggestions are always welcomed and encouraged and this is done in a variety of ways from survey's to focus groups. One of the best examples of this practise is the Brandwatch Customer Advisory Board. The Brandwatch CAB is a collection of 10 of our biggest clients from across various industry sectors. They meet twice a year with key Brandwatch staff for a 2 day event at our HQ in Brighton to discuss all things Brandwatch as well as the further of Social Media Listening.

For all new products and features Brandwatch will always appoint client stakeholders in the development process. Clients who are selected for these positions will have a key say in the development of that product or feature, as well as early access to Beta testing the new feature when it can be released. Clients are selected based on an expressed interest in the new feature or if we deem them suitable based on the benefits such a feature would bring.

Our team of Product Managers who are in charge of every aspect of the tool are a client facing team. They welcome direct clients contact and suggestions about how the platform may be improved. Each Quarter they put together a Road Map that is client facing also. This way clients are always kept informed of product direction and how it could affect their service in the future.
 This process of innovation is a constant occurrence at Brandwatch – if it cannot be measured it cannot be improved. What's more, the number of enhancements released is increasing year on year at an incredible rate. We will make roughly 250 updates this year alone compared with ~150 last year.

We also keep a close eye on the market and our competitors to make sure we know exactly
Brandwatch's vision for the Future is centered on the key aim of building a New Kind of Intelligence that will enable significant Enterprises to take advantage of the emerging real-time opportunities and synergies that social, customer and internal data sets will ultimately provide. We will always innovate and develop, it's at the heart of everything Brandwatch stands for.

AQC3 SET UP AND CONFIGURATION

The Authority requires the Potential Provider to set up and configure the social media monitoring and analysis tool to enable the Contracting Body to effectively meet their social media monitoring requirements, as set out in section 23.4 of Framework Schedule 2 Part A ("the Requirement").

Please outline how you would set up and configure the social media monitoring tool to enable the
Contracting Body to effectively meet their social media monitoring requirements.

AQC3 Response Guidance

Your response should clearly demonstrate how you would set up and configure the social media monitoring and analysis tool for the Contracting Body to enable them to effectively meet their social media monitoring requirements and must include:

1) The process you would use to effectively set up the Contracting Bodies user accounts, ensuring that the right user account has the correct level of access (either restricted or unrestricted) to the Tool.
2) How you would set up and configure the Tool, including correctly configuring searches and the dashboards that display the social media monitoring results, to ensure that the Contracting Body can effectively meet their social media monitoring requirements.
3) How you would work with the Contracting Body to create the initial query topic in the Tool, and build the Boolean search string used by the Tool to identify the social media items, to ensure the social media item results returned by the Tool are relevant to the Contracting Body's requirements.

Responses should be limited to and focused on the specific question posed. Potential Provider's should refrain from including generalised statements, information not relevant to the topic and information related to marketing of your organisation. Attachments and additional documents will not be taken into account.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the points in this Response Guidance in the order they are listed above and highlight which point (1 to 3) you are responding to.

Marking Scheme	Evaluation Guidance
100	The Potential Provider's response has fully addressed all 4 of the component parts of the Response Guidance above demonstrating their full ability to meet the Requirement.
75	The Potential Provider's response has only fully addressed 3 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
50	The Potential Provider's response has only fully addressed 2 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
25	The Potential Provider's response has only fully addressed 1 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.

0	The Potential Provider's response has NOT fully addressed any of the 4 component parts of the Response Guidance above, demonstrating limited ability to meet the Requirement or no ability to meet the Requirement OR A response has not been provided to this question.

Supplier's Responses AQC3

Gorkana Group Ltd Response – AQC3

1. User Setup: The Gorkana service allows Contracting Bodies access to the Tool for as many users as required without impacting on costs. However, we recommend that consideration is given to what level of access each user will need. Given that some aspects of the service configuration are complex (such as search queries) and will have had lots of work put into their setup, we need to ensure that only users with the appropriate level of training and awareness are able to modify these key aspects of the service. We will work consultatively with Contracting Bodies to ensure that we have a clear, shared understanding of which members of the team need access to the tool and of the appropriate level of access for each of these users.

User creation and modification will be managed by the Gorkana team. We will setup all users accounts and response quickly to any requests for new users to be created, users to be deactivated or password details to be reset (users can also reset their own passwords).

There are 4 types of user permission setting level available:

Regular User
A Regular user can modify all aspects of setup including creating, modifying and deleting search queries, dashboards and rules. They can also build and share dashboards with colleagues.

Analyst
These users cannot modify search queries, rules or dashboards and will only be able to view dashboards that have been built by other users and shared with them. They will be able to modify the date range of a dashboard and apply some other filters but these settings will be reset when they log out of a dashboard. Analysts users can make modifications to items within a dashboard. For example changing sentiment, adding/removing tags and categories or deleting individual items.

Analyst+
Analyst+ users are like Analyst users except that they can build new dashboards based on existing queries and rules that are available in the service. They can also modify any dashboards they have made and share these with other users.

View Only

This is the lowest level of access. They have many of the same restrictions as an Analyst user but cannot make any modifications to items in the dashboard. They cannot change sentiment or add tags for example.

2. Tool Setup:
For all clients taking a social media service with us we will have a specialist on-boarding team available to assist with set up and advise the client on the best approach to take to ensure that coverage is both comprehensive but also as relevant as possible. The on-boarding team includes consultants, search string experts and training specialists.

An important part of setup will be for our Account Team to gather a detailed brief from the Contracting Body that includes all of the keywords and themes that require tracking. We can also setup channel-specific trackers for Twitter and Facebook so users can track things like follower growth or posts on a Facebook page. The Contracting Body will need to provide the Account Team with a list of all channels that need tracking along with the search brief and the on-boarding team will then set this up.

One useful technique that can help Contracting Bodies filter results is to integrate site and author lists into the tools configuration. This is an area where are broad experience across government departments and our expert knowledge of the media landscape can be a great resource for Contracting Bodies. For example, we will provide Contracting Bodies with ready-made lists of author and site groups, for example journalists or MPs. These lists can be applied when creating dashboards or for filtering results within a dashboard, such as a chart of a list of items.

These lists can be invaluable as a means by which Contracting Bodies can avoid being inundated with content they don't want and focus only on social media items that are of most interest to them. For example, a Contracting Body that has an interest in health matters isn't likely going to want to have every mention of the word "NHS" in their dashboards. But if a journalist or an MP or some other influencer mentions "NHS" then this might be of interest. As part of setup we will work with Contracting Bodies to ensure as many of these ready-made lists are made available in their service.

This approach also allows us to share resources and research that may have been done for one Contracting Body so that other Contracting Bodies benefit. For example, if a list of environmental influencers is built for one Contracting Body there may be several others that would also benefit from having this list available to them.

3. Search Configuration:
Social Media monitoring in the public sector can be more complex than social media tracking for brands. Typically, social media monitoring for brands is focused around what people are saying about their brand and their competitors. Monitoring for mentions of Contracting Bodies will form an important part of our listening but the big difference when it comes to public (or voluntary) sector social media monitoring is that the focus is more often on what people are saying about certain issues or people or events. This thematic, rather than brand-based listening is a great way for a Contracting Body to gain insights into trends and stakeholder groups in a way that isn't possible with things like surveys or other forms of primary research. It can also be a great way to "Horizon Scan" and alert the Contracting Body to new issues that may require a rapid and/or coordinated response.

We have lots of expertise in carrying out thematic-based listening and have won awards for the Horizon Scanning work we do with Defra which has achieved national media coverage. We go beyond simple lists of keywords with clients to understand specifically what it is they need to know and configure services based on needs.

One big advantage we have over other social media monitoring platforms is that we have a broader range of search operators at our disposal that allows us to pinpoint only those items that are of most relevance to our clients. In addition to Boolean staples like AND OR NOT and language and geography settings we have more advanced operators that can filter using case sensitivity, authors, specific sites, hashtag searches, proximity searches and the ability to construct complex nested search queries (i.e. one set of criteria that needs to be in relation to another set which in turn is related to a third set but excludes a fourth).

Most UK Public Sector clients are interested only in social media conversations originating in the UK. Depending on the channel in question, different approaches may need to be taken to ensure only UK content is returned. For example, Twitter provides some demographic data and we can also determine a user's location from their profile. Facebook presents a harder challenge as Facebook does not provide geographic data to third party monitoring services and author profiles can't be scanned. So to capture content from Facebook we have to make sure that terms we are looking for are UK-specific in order to ensure we aren't returning results from the USA for example. For other websites, such as blogs, we first look at the site's domain (for example .co.uk) to check that it's a UK site. Otherwise we look at the IP address of the server and use this to determine location.

A challenge with some sites, like Forums, is that whilst the site may be hosted in one country, users post from all over the world and we do not get geographic data on individuals posting on the site (typically people also want to post anonymously). As with Facebook monitoring we have to ensure that the content is relevant to the UK and use our expertise to configure searches accordingly.

LexisNexis Butterworths Response – AQC3

In accordance with Section 23.1 of the Framework Schedule 2: Services and Key Performance Indicators Part A – Services, our services will:

- Provide an online social media monitoring and analysis tool ("the Tool") to the Contracting Body (23.1).

(1) This response outlines the processes we will use to effectively set up the Contracting Bodies user accounts, ensuring that the right user account has the correct level of access (either restricted or unrestricted) to the Tool.

- At the start of the Call Off Agreement, we will set up all user accounts for the Tool required by the Contracting Body (23.4.1).

- The Contracting Body will have unlimited user accounts for the Tool (23.4.4).

- There are various user levels, from administration access, to search functions, down to read only access. Regular meetings will be held to ensure that this list is kept up to date. We will set up user accounts with unrestricted access for those Contracting Body users of the Tool that need to have full administrative rights over the Tool's functionality and configuration. (23.4.2). We will also set up user accounts with restricted access for those Contracting Body users of the Tool who do not have the administrative rights to change the Tool's configuration (23.4.3).

- Old users will be deleted from the system and new ones added as needed.

- Contracting Bodies will also be provided with the ability to self-register.

- The account manager and client services team can enable additional access rights on the Contracting Bodies' behalf.

2) The response below identifies how we will set up and configure the Tool, including correctly configuring searches and the dashboards that display the social media monitoring results, to ensure that the Contracting Body can effectively meet their social media monitoring requirements.

- We will work with and support the Contracting Body in the set up and configuration of the online social media monitoring and analysis Tool to correctly configure searches and dashboards so that the Contracting Body can effectively meet their social media monitoring requirements via the Tool (23.4.5).

- A list of key words will be entered into the Tool, either by the Contracting Body or by the client services team, to ensure that all relevant keywords, topics, sources and any other requirements are added so that only the most relevant articles are delivered to the dashboard.

- Using our own in-house team of editors we monitor and add new sources as they appear as well as adding those requested through our client base. This results in a comprehensive list of social media content that covers all countries, topics, people, place and keywords using our proprietary indexing tools to deliver relevant results.

(3) The response below outlines how we will work with the Contracting Body to create the initial query topic in the Tool, and build the Boolean search string used by the Tool to identify the social media items, to ensure the social media item results returned by the Tool are relevant to the Contracting Body's requirements.

- Our Tool offers the ability to construct searches via menu driven options or, for more advanced searchers, using full Boolean technology. To ensure the social media item results returned by the Tool are relevant to the Contracting Body's requirements, we will create the initial query topic in the Tool and build the Boolean search string used to identify the social media items (23.4.6).

- Our monitoring service collates all items that appear in social media that contain the keywords and topics (including content, date, time and author) that have been specified by the Contracting Body.

- Power search filters and advanced article categorisations ensure that social media matches contain the specified keywords relevant to the Contracting Bodies requirements.

- Our service has more than 80 pieces of metadata working alongside a series of 3rd parties that combine to enrich relevancy further eg Thomson Reuters OpenCalais for entity extraction, Morningstar for stock ticker, and Lexalytics for the scoring of sentiment.

- Our metadata tagging will ensure that results not relevant to the requirements of the Contracting Body are not delivered.

- Once the Contracting Bodies are satisfied with the relevancy of results being generated, the search strings will be saved and results delivered at the desired frequency.

Meltwater (UK) Ltd Response – AQC3

1.   SETTING UP

The process to effectively set up the CB user accounts is a function of the Onboarding Meeting and the subsequent 1-5 day period thereafter depending on the complexity of set-up.

The first step is to identify the different groups within the CB that will require different content and/or restricted versus non-restricted rights (i.e. non-administrative vs. administrative). We will set up the user profiles, and also show administrative users how to do the same. Importantly, we would expect the CB to provide the name of the main administrator at the point of contracting. He can then appoint other administrative users. Should we receive any other details of approved additional users from the CB, it will be assumed that these individuals are to have restricted rights on their personal service profiles, therefore view-only functionality.

Thereafter, usually during the subsequent training, we will with all users to identify the content that they are looking to monitor and the frequency of reports (inc. scheduling) they require. Accordingly, the tool is cutomised as best as possible per user, and not just per CB. Adminstrative users will have access to the full breadth of what is being monitored, though they can choose to "hide" any content or categories that are not of interest to them. The Account Manager will also look to review this on a periodical basis, as well as a matter of course during the informal touch points.

We will review with the administrator(s) on a formal basis which users are on the account and if any adjustments or deletions need to be made, thus helping to provide an audit of services and ensuring proper utilization.

2. CONFIGURING THE SERVICE

In broad terms, we will seek to understand from the CB what the purpose of the monitoring is during the onboarding stage. This will enable us to choose the most appropriate social channels to monitor, and also understand which of the CB's social media profiles (e.g. Twitter handles, in-house pages, etc.) need to be linked to the service to be able to provide a one-stop control centre for monitoring and engagement.

This leads onto initial training which is usually telephonic, and utilizes screen-sharing. Setting up keywords, understanding how to read insights from the tool, and how to configure the dashboard independently (though the Account Manager will also support) are all part of the syllabus. Where there are several users at the CB's end, we will seek to offer a supplementary physical training usually available within a fortnight of the Onboarding meeting to provide a more seminar-based experience. This is useful where CB needs are particularly complex, and a workshop environment is required to create the necessary proficiency. We will provide examples of best practice when it comes to configuring the dashboards to stimulate discussion about how best to set up the service.

Boolean search strings are tested separately where needed. But ultimately we look to get consensus with the CB on how the purpose of monitoring may translate into

keywords and key word relationships. Administrators will have the ability to adjust this independently via the portal.

3. INITIAL QUERIES AND RELEVANCE

This organically follows on from the above answer. From a technical perspective, we will set up "campaigns", which are essentially indexed social media searches on the tool, in themselves made up of several keywords and key word relationships (Boolean). Once we understand the purpose of the monitoring as explained, it will become clearer how to translate these themes into keywords and indeed Account Managers will utilize their knowledge of similar clients to suggest search strings that may be of pertinence to the CB.

The process of indexing social media content is key. Essentially the categorization of content will take place at the outset so that the monitoring can specifically populate these campaigns. Alongside this, content is able to tagged which adds another dimension for taxonomy and structure.

Due to the voluminous nature of social content, the Boolean search string at the beginning will be particularly tight and deliberately restrictive so we may systematically make sure that news items are relevant. As we get the CB's approval, we will widen the net. This process helps to ensure that the CB is receiving the correct intelligence and is not paying for irrelevant hits.

Meltwater will shortly launch its Artificial Intelligence search in 2015, which will allow the service to learn when the CB has disregarded a news item as irrelevant. It will then try and avoid such posts again in delivery.

Precise Media Monitoring Ltd Response – AQC3

We understand that social media requirements will differ for each Contracting Body and can confirm we have the appropriate skills and expertise to manage varying Contracting Body requirements as outlined in Section 23.4 of Attachment 9. Our teams are experienced in working on a wide range of client set-ups from basic social media "listening" projects through to some of the most innovative social evaluation programmes and our suite of tools and consultative approach is designed to fit various types of organisations.

We will track relevant mentions across all publicly accessible social media channels including Twitter (full Firehose), Linkedin, publicly available pages within Facebook, blogs, public forums and comments. Instagram has recently been incorporated into our tool and other social media platforms are constantly under review to ensure our users are provided with the most critical social media data. All content is delivered via timed email alerts as well as being uploaded to a social media monitoring and analysis tool in real-time, as it is published online.

Set Up and User Access:
Our starting point ahead of implementing a comprehensive social media monitoring and evaluation programme is to gain a thorough understanding of the scope and objectives of the service required by the Contracting Body. This involves an initial briefing session where we would seek to understand the following in detail: An overview of how the Contracting Body uses social media and the split of responsibility amongst its internal teams; the information each user needs to extract from the tool; key areas of interest to the Contracting Body including issues, announcements, topics, campaigns, events, peer organisations and; foresight of any proactive digital communications activity.

Once we have a good understanding of expected outcomes we can design and implement a service to meet the digital needs of each Contracting Body from the outset. We will manage and implement a pilot of the social media service for each Contracting Body. This helps us identify the correct content sets and validate the search results in conjunction with the teams within the Contracting Body, ensuring that the objectives of key stakeholders are being met before rolling out the service across the organisation.

Our social media tool allows each Contracting Body to request unlimited user accounts as well as fixed recipient lists for email alerts. We can confirm that our social media platform allows a Contracting Body to specify user rights and these can be set for those who require full administration rights over the tool as well as those who only need access to certain areas. Rights can include the ability to re-categorise content, add summary notes and delete content from the system as well as specifying which users should have access to the content, dashboards and charting. New users can be requested as often as desired and user rights can be reviewed at any time.

Configuring the Tool:
Many clients confirm that they struggle to implement and administer their own complex search when using more labour intensive, self-service, social media platforms. Our approach is to leverage our in-house expertise to create social media searches. Our Quality Assurance team implement and administrate every search stream, taking responsibility for any changes to the set-up. We test each search and we can filter it to

ensure relevancy, adding further Boolean search layers to reduce the amount of irrelevant search results, where required.

All content can be delivered via email alerts as well as being viewed and analysed within the social media tool in real-time as it is posted. We are able to collate and categorise content mentioning particular keywords or relating to particular topics in order to enable each user to interrogate the content, both via the email alerts and within the tool.

The social media tool enables the user to create customised charts and dashboards based on the specific requirements of the social media campaign or programme.

The Client Services and Training Teams within our Dedicated Framework Unit will take responsibility for setting up charts and dashboards for each user according to feedback gathered during the initial briefing session. As the service evolves, further analytical representations of the data can be produced to track specific areas of interest such as campaigns, policies or issues. Each user has the ability to create an unlimited number of customised charts and dashboards independently or with the support of the Training team, enabling them to continuously refine and improve the information that they receive through our tool. Users of our social media tool have the option to view social content alongside mainstream news in a single timeline. This unique function is particularly useful when digital and communications teams work together on joint campaigns or if Contracting Bodies wish to identify the impact of the mainstream media on social conversations or vice versa.

The Contracting Body will be assigned a named Training Manager from within our Dedicated Framework Unit who will be responsible for training all users as often as is required, as well as answering client queries regarding functionality, set-up, charting and analysis dashboards.

Ensuring Relevant Results:
We will continually work in partnership with the Contracting Body's digital or communications teams to agree search terms and the parameters employed to ensure the highest degree of accuracy and categorisation. This will involve an initial briefing session with the Contracting Body before our Quality Assurance team implement and administrate every search stream. We test each search and filter it to ensure relevancy, adding further Boolean search layers to reduce the amount of irrelevant search results.

Some users require additional more targeted social media searches to be implemented that identify relevant tweets from a defined list of influencers on twitter, such as key journalists or MPs. Our social media support team are able to perform research to qualify these individuals if required. We can set up customised email alerts that will be delivered to each recipient within five minutes of a key influencer mentioning a topic, issue or organisation of interest to the Contracting Body. By arranging for content to be delivered in an email alert, we can proactively alert users to influential mentions that require a reaction.

The added benefit of tracking a targeted list of influencers is the ability to search against more generic search terms without generating a high volume of irrelevant social media coverage. For example using a stand-alone search term such as 'Open Data' in any social media monitoring service will generate an extremely high volume of

posts. However, if we use the keywords 'Open Data' in a smaller, targeted, list of influencers we can ensure that all posts delivered are relevant to your brief.

The Dedicated Framework Unit is available to discuss any aspect of the social media service with users, to make changes, or to simply answer questions around insight or day-to-day content issues. We will take responsibility for any changes to existing searches as well as the implementation of new searches throughout the term of service. Changes to a service will be made with immediate effect, once validated, and we will always confirm that we have properly understood the requests, making suggestions where we feel there are advantages to an alternative approach.

The fast-paced nature of social media means that changes often need to be made quickly and new searches /dashboards need to be configured without delay. Our 24/7 operation means that we can always respond to changing needs and give timely advice that is applied promptly and efficiently. As a matter of course, we recommend quarterly review meetings to ensure that the service is evolving according to the requirements and to offer advice regarding how we can enhance our service to the client.

Runtime Collective Ltd Response – AQC3

1) Brandwatch operates on an unlimited user per license model. This essentially means each Contracting Body can allocate as many Brandwatch logins as they would like per license and set the appropriate permissions for these users.

At the beginning of any engagement with a Contracting Party a list of relevant users and permissions should be provided so that Brandwatch can set them up. This process can also be undertaken by the Contracting party within the administration section of the application (admin users are the only ones who have access to this). Permissions for individual user accounts can be set as follows.

Admin User - (view usage report and query list, manage users/clients, create and modify projects, create and modify queries and channels, create and modify rules, create and modify dashboards, share dashboards, create groups/alerts/bulk actions/rules, share/reply to mentions, categorize/tag mentions, apply filters, view dashboards and mentions)
Regular User - same permissions as Admin User EXCEPT (view usage report and query list, manage users/clients)
Analyst + - same permissions as Regular User EXCEPT (create and modify projects, create and modify queries and channels, create and modify rules)
Analyst - same permissions as Analyst + EXCEPT (create and modify dashboards, share dashboards, create groups/alerts/bulk actions/rules)
View Only - (can only view dashboards and mentions)

The level of permission for each user will be designated by the Contracting Body and allocated when set up by Brandwatch.

2) The Brandwatch tool is essentially ready to go 'out of the box' but any additional setup requested by the Contracting Body will be undertaken by our in house professional services team. At the beginning of any engagement with a Contracting Body, Brandwatch will gather a list of requirements from the Contracting Body that will constitute what requirements they have and build a bespoke set up to reflect this. Setup constitutes the definition of searches or 'Queries' and the setup of dashboards based on the Contracting Body's use case. Brandwatch will consult with the Contracting body based on best practise for the set up to be completed and optimised.

Brandwatch will always try to gather as much information as possible in order to produce the most accurate and effective setup for the Contracting Body. A statement of work will then be produced with an estimated timeline for implementation. The length of this timeline will depend on the size and complexity of the work involved.

3) Searches or Queries in the Brandwatch platform are constructed using words or phrases and our index of Boolean operators. Users with the correct permissions are able to set up queries within the platform. If the Contracting body requires Brandwatch to set-up and define which Queries it needs, this will be done by our in house professional service team. This professional service team is dedicated to assisting clients with the set up of Queries and Dashboards. We have an index of 22 Boolean operators, the most of any social media monitoring platform, meaning we can craft the most refined, accurate Queries possible. This essentially means that Queries in the Brandwatch platform will be able to return a larger and cleaner data set than tools with less search complexity. With the Brandwatch Query builder we are not restricted to

merely searching for brand key words and phrase, we can also form query based on topics or areas of discussions. The flexibility and complexity offered by Brandwatch and it's query builder is unparalleled in our industry.

Here are the operators available to Brandwatch users:

""(quotes) - Example: "apple juice" - Will find mentions of the exact phrase "apple juice" on any web page.

The AND operator - Example: apple AND juice - Will find mentions of 'apple and juice' on the SAME webpage. Must be capitalised.

The OR operator - Example: apple OR juice - Will find mentions of 'apple' or mentions of 'juice' on any webpage. Must be capitalised.

The NOT operator - Example: apple NOT juice - Will find mentions of 'apple' on a page as long as 'juice' is not mentioned on that page. Must be capitalised.

Brackets () - Example: (apple AND juice) OR (apple AND sauce) - Will find mentions of 'apple' and 'juice' on the same page or mentions of 'apple' and 'sauce' on the same page.

The proximity operator ~ (tilde) - Example: "apple juice"~5 - Will find mentions of the exact phrase 'apple juice' and mentions of 'apple' and 'juice' within 5 words of each other, e.g. 'This drink was made with fresh apple, orange and pear juice.'

The NEAR/x operator - Example: (apple OR orange) NEAR/5(smartphone OR phone) - Will find mentions of 'apple' within 5 words of 'smartphone' or 'phone' and mentions of 'orange' within 5 words of 'smartphone' or 'phone'

The NEAR/xf operator - Example: logitech NEAR/2fkeyboard - Will find mentions where 'logitech' appears before 'keyboard' with 2 or fewer words in-between e.g. 'logitech keyboard', 'Logitech Bluetooth Keyboard', 'Logitech Solar Keyboard' etc.

The hashtags: operator - Example: hashtags:oscars - Will find mentions containing the hashtag #oscars. Note: if the hashtags: operator is not used for hashtags, irrelevant mentions will be pulled back as all mentions of "oscars" will be matched.

The at_mentions: operator - Example: at_mentions:orange - Will find Twitter mentions containing reference to the @Orange Twitter handle. Note: in this case if the at_mentions: operator had not been used, all mentions of "orange" would have been retrieved from Twitter (including irrelevant mentions such as "I ate an orange")

The raw: operator - Example: raw:M&M - Will find mentions containing the exact use of "M&M" shown, specifically with capitalised 'Ms' and an ampersand symbol. This would not bring back mentions of "M & M" or "m&m."

The continent: operator - Example: continent:eu AND "apple juice" - Will only find mentions of the exact phrase 'apple juice' that have been identified as from Europe. To find a location code, use the Locations drop-down when creating a Query.

The country: operator - Example: country:uk AND "apple juice" - Will only find mentions of the exact phrase 'apple juice' that have been identified as from the UK. To find a location code, use the Locations drop-down when creating a Query.

The state: operator - Example: state:cal AND "apple juice" - Will only find mentions of the exact phrase 'apple juice' that have been identified as from the US state of California. To find a location code, use the Locations drop-down when creating a Query.

The county: operator - Example: county:so4o AND "apple juice" - Will only find mentions of the exact phrase 'apple juice' that have been identified as from the UK county of Somerset. To find a location code, use the Locations drop-down when creating a Query.

The city: operator - Example: city:bedo AND "apple juice" - Will only find mentions of the exact phrase 'apple juice' that have been identified as from the German city of Berlin. To find a location code, use the Locations drop-down when creating a Query.

The site: operator - Example: site:twitter.com AND "apple juice" - Will find mentions on a particular site, e.g. any mention of 'apple juice' on Twitter.

The url: operator - Example: url:"msn.com/news" AND "Simon Cowell" - Will find mentions on a particular part of a site, in this example any mention of 'Simon Cowell' on the news section of the MSN website.

The title: operator - Example: title:"apple juice" - Will find any mentions where 'apple juice' appears in the page title.

The author: operator - Example: author:justinbieber - Will find mentions across all page types with a specific author name, e.g. tweets, blogs, forums, by any author called justinbieber.

The wildcard operator *- Example: complain* - Will find mentions with the root word complain, e.g. 'complain', 'complaints', 'complained' etc.

The wildcard operator ? - Example: customi?e - Will find mentions where ? can be replaced by another letter, e.g. 'customise' or 'customize

AQC4 FUNCTIONALITY
The Authority requires the Potential Provider to provide a social media monitoring and analysis tool that has the required functionality to enable Contracting Bodies to effectively meet their social media monitoring requirements, as set out in section 23.5 of Framework Schedule 2 Part A ("the Requirement").

Please outline how the functionality of your social media monitoring tool will enable the Contracting Body to effectively meet their social media monitoring requirements.

AQC4 Response Guidance

Your response should clearly demonstrate how the functionality of your social media monitoring and analysis tool will enable the Contracting Body to effectively meet their social media monitoring requirements and must include:

1) How the Tool will be able to collate and display all items that appear on the social media platforms containing key words, phrases, hashtags and authors associated to the topics specified by the Contracting Body.
2) How you would ensure that the dashboards within the Tool are 'live' and constantly update in real time to reflect the social media monitoring results.
3) How the functionality provided by the Tool that would generate email notifications to the Contracting Body following spikes in the volume of items relevant to the key words, phrases, hashtags and authors associated to the topics specified by the Contracting Body. Please include detail of how the Tool would enable the Contracting Body to set a percentage or volume increase threshold, over which an email alert would be generated by the Tool.
4) How the Tool would identify key influencers relevant to the Contracting Body.

Responses should be limited to and focused on the specific question posed. Potential Provider's should refrain from including generalised statements, information not relevant to the topic and information related to marketing of your organisation. Attachments and additional documents will not be taken into account.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the points in this Response Guidance in the order they are listed above and highlight which point (1 to 4) you are responding to.

Marking Scheme	Evaluation Guidance
100	The Potential Provider's response has fully addressed all 4 of the component parts of the Response Guidance above demonstrating their full ability to meet the Requirement.
75	The Potential Provider's response has only fully addressed 3 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
50	The Potential Provider's response has only fully addressed 2 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
25	The Potential Provider's response has only fully addressed 1 of the 4 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.

0	The Potential Provider's response has NOT fully addressed any of the 4 component parts of the Response Guidance above, demonstrating limited ability to meet the Requirement or no ability to meet the Requirement OR A response has not been provided to this question.

Supplier's Responses AQC4

Gorkana Group Ltd Response – AQC4

1. Core Functionality: Content in the Tool is sourced either through APIs (such as the Twitter "firehose") and users then define what content they want to have access to in their service through a series of search queries. A search query can be a short and simple or long and complex series of search operators depending on the difficulty of the search requirement. By default, all new search queries will backfill with data to the beginning of the previous month. Additional historical data is available on request.

In order to view the results of the search queries, users create dashboards which can display content from one or more queries or query groups in them. The number of dashboards is unlimited and each dashboard can be fully customised with various "tabs, each of which can contain one or more "components".

There are several components available to choose from and each component has multiple filtering options that allow a high degree of specificity in further refining search results. There are over 100 such dashboard filtering options available including, but not limited to:

- Time/Date range
- Page Type (Channel)
- Tags
- Categories
- Authors
- Sites
- Location

There are also channel-specific filters, for example follower count and retweets for Twitter, Moz Rank (a domain authority score) and comment count for blog posts, user role and mention type for Facebook etc.

Tags and Categories can be defined by the user using and then added to items either one by one, through bulk actions, or through user-defined "rules" that will automatically mark up data in one or more queries in the client's project. These rules can be based on additional search queries or filters or a combination of both and give users powerful customisation capabilities. These custom tags and categories can be used to filter dashboard displays and can also be used in charts and as triggers for email alerts.

The dashboard components available include, but are not limited to:

- Summary
- Charts
- Mentions (a list of items)
- Topics (word clouds)
- Twitter Insights
- Author Lists
- Site Lists
- Demographics
- Channel Analysis (for Twitter and Facebook)

The Summary component is a component showing a breakdown of items by channel, volume over time, the top sites and an overview of sentiment. Charts can have both the X and Y axis determined by the user and the 'break-down-by' for charts can also be customised. The types of charts available include line charts, stacked bar charts, stacked horizontal charts, 100% horizontal charts and pie charts.

The Mentions, or list view, component shows a feed of items that match the query results. The columns in this display can be customised by the user to show additional information, such as follower count, retweets, page rank, comments, tags etc. These columns can then be used to sort results to show, for example, the most mentioned (retweeted) tweets or the most commented on blog posts. The Mentions component also doubles as a search component where users can easily search within their existing search queries. Filters can also be used here to show only items from a specific channel/platform or that include a specific hashtag or other combination of keywords.

The Twitter Insights module gives additional analysis for Twitter showing the most used hashtags for the date range, the top trending (most shared) news stories and the most "@-mentioned" Twitter accounts.

All components in a dashboard are exportable into Excel (or .csv) either in summary format or with full excerpts and data markup. Where there is a visual element to a component, such as with charts, these images can be exported as either .jpg or .gif for easy inclusion in PowerPoint, Word or other documents.

2. Live Data: The speed at which content is made available in a dashboard will depend on the channel and site in question. For Twitter we use an API that enables full access to the Twitter 'firehose' meaning tweets are pulled into dashboards within a matter of seconds after publication.

Content from Facebook and other API-based feeds also come through within a matter of seconds or minutes from publication.

For online news sites, blogs and forums content is gathered through web scraping. The frequency at which content is scraped varies depending on the site in question with high volume sites being scraped more frequently than sites that only have new content intermittently. This is done to ensure that the 'spiders' that do the scraping operate as efficiently as possible. Content from 'scraped' sites will be made available in dashboards as soon as it is gathered, which will be anything from a couple of minutes up to a couple of hours after publication.

Dashboards can be set to display content for a defined period between two dates or to show data for the last X hours, days or weeks. If the latter option is selected then each time a dashboard is opened it will include the latest, 'live' data available in the system. In a dashboard users can see a feed of content on the mentions view page. Charts can be updated with the latest data simply by refreshing the dashboard.

3. Notifications: Email alerts can be configured to alert users when new items are found that match specific criteria. There is also the option to receive alerts when a 'spike' in items occurs. The threshold at which this triggers is user-defined and is based on volumes within an hourly period being a specified percentage above what is typical for that time of the day.

If a user sets the threshold at 50% then if at any time there are 50% more mentions in an hourly period than what is normal for that part of the day, based on the current search criteria, an email alert will trigger to the user(s).

The alert the users receives will show a wordcloud - to help give a quick impression of what is driving the spike – a number of example posts, and the ability to link directly into the dashboard to see and analyse results in full. If an issue continues to spike then further email alerts will be sent to the user. One or multiple users can be subscribed to a spike alert email.

4. Influencers: The term "influencer" is a term used within the context of social media that can often mean very different things. Who is or is not influential should not be determined based on a scoring system but these scores can be useful signposts when determining who is influential.

Within the Tool there is an integration with an influencer scoring system called Kred which scores users between 0 to 1000 based on factors including number of followers and the amount of times they are referred to by others and what score those others have. Kred scores can be used to rank items in the Mention component or to rank authors in the Author component. It can also be used as an element within Charts. Additionally, there are ways to identify influencers by using the Twitter Insights component where it can be seen which individual Twitter accounts have been referenced the most in relation to a specific topic.

We have a lot of experience in influencer identification and analysis in social media as well as real world analysis and can offer support and advice on how best to go about this. This often begins with a discussion about what the Contracting Body really means by the term 'influencer' and also a good definition of the subject upon which the influence relates.

LexisNexis Butterworths Response – AQC4

In accordance with Section 23.1 of the Framework Schedule 2: Services and Key Performance Indicators Part A – Services, our services will:

- Provide an online social media monitoring and analysis tool ("the Tool") to the Contracting Body (23.1).

(1) This response outlines how the Tool will be able to collate and display all items that appear on the social media platforms containing key words, phrases, hashtags and authors associated to the topics specified by the Contracting Body.

In accordance with Section 23.2 of the Framework Schedule 2: Services and Key Performance Indicators Part A – Services, our services will:

- Enable the Contracting Body to monitor and analyse social media from a range of social media platforms. Examples of social media platforms that the Contracting Body will be able to monitor via the Tool include, but are not limited to (23.2):

- Twitter (23.2.1);
- LinkedIn (23.2.2);
- Facebook (23.2.3);
- Blogs (23.2.4); and
- Public forums (23.2.5).

- The Tool will bring together all content that has been selected as relevant through pre-defined and continuously updated taxonomies – including key words, phrases, hashtags and authors in connection with the topics specified and relevant to the Contracting Body. This will include, but not be limited to, all relevant content from social media platforms, including access to the full Twitter firehose (23.5.1).

- The Tool will collate and display on a master dashboard all items that appear on social media platforms that contain the keywords, phrases, hash tags and authors associated to all of the topics that have been specified by the Contracting Body (23.5.2).

- A master dashboard will be set up to display monitoring results in real-time, broken out by a wide number of criteria, including, but not limited to; topics, channels, platforms, locations, organisations, named individuals – by volume, against a specified timeframe etc.

- The Tool will allow the Contracting Body to create further, unlimited, dashboards which display the monitoring results for specific topics of interest or specific social media platforms (23.5.4).

- The master dashboard will show a breakdown of items by topic and by social media platform. The master dashboard will also track item volumes demonstrable over any timeframe (which the Contracting Body will be able to specify) in graph and bar chart format, and any other graphical representations available via the Tool (23.5.3).

- The charting functionality is embedded in the monitoring tool and there are no restrictions as to the number of visualisations possible. Dashboard widgets can be dynamically modified, shared, replicated, and embedded allowing the Contracting

Body to easily transfer dashboards into file formats including, but not limited to, PowerPoint and Microsoft Word (23.5.8).

- To enable the Contracting Body to analyse the monitoring results, dashboards displayed within the Tool will have the functionality to show the social media monitoring results in a series of charts (23.5.5). Data visualisation can be quantitative and numerical eg:

- Stacked bar charts (23.5.5.1);
- Horizontal bar charts (23.5.5.2);
- Line charts;
- Pie charts (23.5.5.3);

And also quantative and text-based through:

- Autolists (23.5.5.4);
- Word clouds (23.5.5.5);
- Social media items (23.5.5.6);
- Most mentioned tweets (23.5.5.7); and
- The top trending stories (23.5.5.8).

- The dashboards provided within the Tool will feature the top social media posts that are driving conversations on the keywords, phrases, hash tags, authors and topics being monitored by the Contracting Body (23.5.6). Using our own in-house team of editors we monitor and add new sources as they appear as well as adding those requested through our client base. This results in a comprehensive list of social media content that covers all countries, topics, people, place and keywords using our proprietary indexing tools to deliver relevant results.

(2) The response below outlines how we will ensure that the dashboards within the Tool are 'live' and constantly update in real-time to reflect the social media monitoring results. All dashboards will constantly update in real-time to reflect the social media monitoring results (23.5.7):

- The Tool is operating in a way where content is flowing into the system continuously, 24/7. Web crawlers are set up to harvest new content as and when it becomes available at the source.

- The entire system is running on continuous update cycles, and data displays to show latest data are therefore always real-time.

- In addition to providing live content, the Tool will create an archive of harvested relevant content in compliance with UK copyright law, as well as enabling access to a months' worth of historic social media items. The Tool will allow the Contracting Body to search new social media items for at least one historic month, i.e. social media items that are up to a month old should be identified by the Tool during monitoring. The Tool will, throughout the lifetime of the dashboard, continue to collect data on the existing social media items identified (23.5.10).

(3) The response below outlines how the functionality will generate email notifications to the Contracting Body following spikes in the volume of items relevant to the key words, phrases, hashtags and authors associated to the topics specified by the

Contracting Body. We have also included detail of how the Tool will enable the Contracting Body to set a percentage or volume increase threshold, over which an email alert would be generated by the Tool.

- The Tool will generate and send email alerts to the Contracting Body in response to volume spikes in mentions of the keywords, phrases, hash tags, authors and topics being monitored. The Tool will allow the Contracting Body to manually set a percentage or volume increase threshold, over which an email alert will be generated (23.5.9). The Tool will 'learn' the ebb and flow of news and social conversation cycles and thresholds for alerts will be set accordingly and in agreement with stakeholders of the Contracting Body, to ensure notifications are aligned with business requirements.

- Thresholds and triggers will be based on algorithmic rules, and these will be written by data analysts, monitoring the data flow. The rules will also be informed through input from stakeholders of the Contracting Body to ensure business needs are reflected at all times. This will include clearly defined communication rules, distribution lists and escalation rules to ensure that the right information reaches the right recipient at the right time.

(4) The response below outlines how the Tool will identify key influencers relevant to the Contracting Body.

- The Tool will allow the Contracting Body to analyse social media activity based on items, date, author and source (23.5.11). The Tool will identify key influencers by social media platform and media channel initially. Named authors, as well as individuals, entities and organisations mentioned in selected content will be aggregated, and relevancy scores attributed based on available data for the source (this will include, but is not limited to, circulation and viewing figures, unique monthly visitor figures, links, retweets, followers, likes, attributed authority etc, depending on the type of metric available per source).

- The Tool will identify influencers through recognised influencer scores. Through a combination of automated processes and manual analysis and vetting, results by channel and platform will be collated and overall key influencer lists and profiles will be generated, based on visibility, network connections and links, frequency of publication and mentions, relevancy of content etc.

- As this is a highly innovative space, our Tool will support dynamic changes to integrate the latest advancements in the industry. We will continuously integrate the latest influencer advancements in the industry into the Tool, such as authority and human filtration (23.5.12).

Meltwater (UK) Ltd Response – AQC4

1. COLLATE & DISPLAY

Broadly speaking, the information in the portal is available in tabular format, with sub-section trees available therein.

In the "Listen" module or content-based features (e.g real-time alerts, email reports) of our application, each search result that is included in the stream for a particular topic defined by the user highlights the different keywords matched, so that the user can quickly understand why that document is being displayed in the "stream".

For example matching keywords, hashtags, phrases are bolded in the body of the document to provide salience. @handles, URLs are hyperlinked so the user can not only quickly identify them, but also click-through to get more information.

This easy recognition pattern is applied not only in the content streams but also in many other sections of the application to provide a consistent experience to the user: Real-time notifications, daily email reports, pdf exports, inbox and outbox.

There are a number of ways to create and build influencer groups, accessible via the "Community Tab". Every interaction, whether a hit from a search topic or engagement with your outbound contact, will automatically be added to your community network. Users also have the ability to 'tag' an individual with a series of pre-defined or custom tags to build their own unique community networks. This will be useful to the CB as the community can be disseminated into sub groups such as top influencers, advocates, detractors etc. Accordingly, this advanced form of filtering is another form of display, and helps to collate the news items/posts accordingly.

2. LIVE & REAL TIME

Our content streams, which display the content matched to the keywords specified by the user are updated in real-time (latency expected is < 60 seconds for new content). If the user is logged in, he will be prompted a real-time notification that shows a summary of the interactions as a visible pop-up. Users can also manually refresh the content stream to prompt more up to date if they so wish.

We have implemented leading edge industry tools (New Relic, Monit etc) that continuously monitor and report on the performance of our platform. These tools monitor real-time performance of the software and alert our Operations Engineering team when average performance drops below expected levels pin-pointing exact areas where bottlenecks are occurring. They also capture specific events and report on them in detail. These events can include individual queries and/or badly designed searches run by a single client to other platform issues that could cause system impact. The tools allow us to maintain a full audit trail of performance and stability and provide us with the systems detail that we require to continually drive underlying improvements within the platform. Some other areas covered include;

- Allows us to see the before and after picture of our platform performance when a change has been deployed thus enabling us to quickly back out of a change, if needed, before it affects users in production.
- Transaction Tracing provides visibility into cause of performance issues

- Provides a real-time dashboard to actively monitor the platform providing the ability to create notification groups for specific events and alerts

3. MANAGING SPIKES

For any given topic defined by the user, our applications give the ability to create daily volume alerts, which notify the user when the defined threshold has been breached. For example the user can set alerts based on the total volume a search gets, or the number of positive or negative posts in a result set; the Account Manager can also help define these volumes as percentages if preferable for the CB. Once any of these parameters is breached the system sends an email to the user notifying him which specific threshold has been breached and by how much.

4. IDENTIFYING KEY INFLUENCERS

Meltwater has developed proprietary reach and rank enrichments that score social documents and authors to determine their influence and allow users to sort the content in the app by those values, so they can surface the most influential posts or authors.

The values' reach and rank are calculated differently for every content type (Twitter, Facebook, Youtube, Blogs, review sites, forums etc)but the rank values are normalized to a score from 0 to 10 so that users can sort the content in the streams by rank regardless of the content type. For example while the twitter rank score might look at the Klout score, number of followers, the frequency of posting, the ratio of followers / following, the blogs score looks at how many other websites backlink to the blog itself (similar to google rank).

Every interaction, whether a hit from a search topic or engagement with your outbound contact, will automatically be added to your community network. Users also have the ability to 'tag' an individual with a series of pre-defined or custom tags to build their own unique community networks. This will be useful to the CB as the community can be disseminated into sub groups such as top influencers, advocates, detractors etc. By better understanding the various sub groups that make up your wider community a more effective outbound strategy can be formed with the correct channels engaged. This process more subjectively acknowledges who the CB identifies as key influencers.

In addition, impression rates on posts, and follower growth are a handful of measurable indicators that may help to identify key influencers per conversation topic/theme relevant to the CB.

Precise Media Monitoring Ltd Response – AQC4

We confirm that we offer all of the functionality specified under Section 23.5 of Attachment 9. We have the ability to monitor all publicly accessible social media channels including Twitter (with access to full Firehose), Linkedin, publicly available pages within Facebook, blogs, Instagram, public forums and comments. Emerging social media platforms are constantly under review by our in-house teams for inclusion in our data sets. Additionally, Kantar and the WPP group hold various strategic partnerships with Twitter and other core data providers providing the potential to utilise deeper insight, where appropriate. We offer a range of real-time charting and alerts services to respond to each client's individual requirements.

Data Display & Collation:

Following the setup of detailed search strings all relevant social media content is delivered to the social media tool in real-time. Content is displayed in a straightforward timeline and a master dashboard which can be manipulated and filtered to suit Contracting Body requirements.. We are able to collate and categorise content mentioning particular keywords, phrases, hashtags and authors associated with the topics that have been specified by the Contracting Body. In addition, the tool allows the Contracting Body to analyse social media activity based on metrics such as volume, date, author, source, hashtag, Klout score (indicating social media influence), thread size and follower count.

To help Contracting Bodies access data in a structured, easy to use format we have developed a Real Time Interactive Presentation Layer (RIPL) which works in a similar way to a Word Cloud by giving a live visual analysis of the topics, themes & issues driving conversation. The functionality available via the RIPL allows each user to click on graphical tiles to drill down and view the social media content at a granular level. The RIPL can be manipulated to only focus on conversations appearing on particular social media channels, content being posted by journalists or content being posted by individuals with a high Klout score or follower count.

There are a range of different charting options available within the social media tool in order to offer flexibility regarding the format of Charts and Dashboards. Charting options include: Pie, Doughnut, Line, Vertical Bar, Horizontal Bar, Vertical Bar Stacked, Horizontal Bar Stacked, Vertical Bar Grouped, Horizontal Bar Grouped, Vertical Bar %, Horizontal Bar %, Table / Autolist, Area, Combo, Top tweets / most mentioned tweets, RIPL / Word Cloud / Top Trending Stories, Radar, Bubble or Block.

Users of our social media tool have the option to view social content alongside mainstream news in a single timeline. This unique function is particularly useful when digital and communications teams work together on joint campaigns or if Contracting Bodies wish to identify the impact of the mainstream media on social conversations or vice versa. This combined 'view' can be switched on or off dependent on the preferences of each user or Contracting Body.

Each Contracting Body will have a dedicated Training Manager responsible for training all end users on the social media tool. The allocated Training Manager will arrange and host training sessions as often as required, respond to client queries on functionality, set-up charting and analysis dashboards and will work closely with the Contracting Body to ensure users are utilising the system to its full potential.

Real-time Dashboards:

Analysis dashboards can be configured to show a breakdown of social media content by a range of measures such as topic, sentiment, social media platform, influence and volume over any time-frame both in graph and bar chart format. Our service allows for an unlimited number of dashboards to be set up. Dashboards can present statistics such as keywords, hash tags, authors, engagement levels, sentiment and trends in relation to all of the topics or organisations that are being tracked as part of each Contracting Body's social media service.

Dashboards update in real-time to reflect new social media content and users can see social media statistics from rolling date ranges including: today, last week, last month or last year. Additionally, customised date ranges can be selected based on calendar selections. This option is useful if a dashboard needs to be configured to focus on a particular campaign period. Many of our third-sector clients have separate rolling dashboards set up to track each campaign in isolation. Charts and dashboards can be exported into a range of formats including PowerPoint, Excel and Microsoft Word.

Seven pre-configured default dashboards are available to all users which update in real-time. They track measures including top social media posts driving conversation, the top keywords, phrases, hash tags, authors and topics, key influencers by Klout score and follower count, trends over time, unique sources/authors, twitter engagement levels and most shared links.

Email Alerts and Identification of Emerging Issues:
We are able to configure the social media tool so that it triggers an email alert if a particular keyword, phrase, hash tag or topic exceeds an agreed volume level set by the user. An alert can be sent to all users or a defined distribution list consisting of key team members only. Customised dashboards can be set up by our teams to track mentions of this keyword, phrase, hashtag or topic following the spike in mentions. These update in real-time and can be used as a barometer of social media conversation.

We offer the ability to request content going back at least one month, and have the ability to go further if required. This request will be managed by the client services team and we will filter out irrelevant content, test the search and create the most effective search strings for both historical and future searches. Historical content will be uploaded to the platform and will feed into all charts and dashboards as required.

Some clients choose to configure the RIPL so that it focuses on all content being posted by key journalists in their sector. This allows them to identify emerging issues throughout the day, working as an 'early warning' system which allows them to assess and react to relevant emerging trends and issues. Clients such as the Bank of England choose to view the RIPL image on a screen in their Press Office 24 hours a day so that members of the digital team have visibility of real-time emerging topics.

Influencers:
We not only provide follower count and engagement levels to determine influence, we also supply Klout scores for each Twitter user. Content can be filtered by Klout score and charted by Klout score according to each user's requirements. Our team is constantly looking at social media trends and techniques to identify key influence and will continually update the functionality in this area as the landscape changes and further credible options become available. Additionally, our social media analysis team

regularly perform bespoke key influencer analysis to determine the Twitter users and Bloggers that have genuine influence across each client's target audience.

Example:
The Scottish Government receive ongoing mainstream and social media monitoring services. During the referendum voting period, they asked us to help them identify social media opinion formers who had a significant engagement level. They needed us to monitor these influencers very closely, identifying where they may be influencing public opinion or impacting mainstream media coverage. In addition to social media monitoring, we were also required to produce board-ready mainstream and social media analysis reports by 10am each day for distribution to senior management within the organisation.

Our team also produced a comprehensive mainstream and social media analysis report following the referendum to help the team show return on investment and the impact of their digital strategy. This exercise would be available to Contracting Bodies tracking social reaction to key policy launches or news releases.

Runtime Collective Ltd Response – AQC4

1 + 2) Brandwatch is unlike most social media monitoring platforms in the sense that we are built on our own in-house proprietary crawling technology. Whereas most companies buy in data from third parties and aggregators, we crawl our own data from roughly 90,000,000 online sources. Because we crawl our own data it means we can be flexible and transparent with our clients needs when it comes to specific online sources. If for example, a Contracting Body required us to crawl a specific site of forum that we don't currently cover, the process of adding it to the list and running a scrape of the data on that site usually takes 24-48 hours and is as simple as emailing support or your account manager with the sources you want us to add. Once the process has been completed the source in question will be added to the crawl list for all future data to be collected.

Brandwatch has 100% access to the Twitter firehose meaning that our Twitter coverage is in real time. Facebook data and data from other important sites are retrieved in virtual real-time (less than five minutes). The majority of data from blogs, forums, news and review sites as well as other social platforms are retrieved within a matter of minutes (extremely small sites may only be crawled once a day as they rarely update their content) meaning that Contracting bodies can effectively and seamlessly manage its social presence and react to any issues as they arise. Because we collect our own data with our own proprietary crawling technology, the platform dashboards and the data that populates it are essentially live at all times.

Once we have a defined and saved Query or search, the data that matches that search will instantly be available to populate a dashboard. This data will be collected from any of the 90 million sources we collect information from which include major social networks (we are unable to pull back data from LinkedIn), news sites, forums, blogs, review sites and image/video sites.

Dashboards are completely customisable and flexible, with users able to define exactly the type of components they wish based on the analysis they are doing. There are 25 components in Brandwatch, with more in development, with a vast array of customisable filters to apply.
Dashboards can be built by using a combination of any of these interactive components, each with the ability to drill down to the individual pieces of verbatim that drive a particular trend or theme. Most of these components can be viewed in a variety of ways depending on how you would like to display your data. For example, a user may chose to view a chart as a horizontal bar chart, or a stacked bar chart, or a pie chart or a line graph. These are just a few of the charting options available to users of the platform.

Components come with a vast array of powerful filtering and break-down features, so the variety of different dashboards (made up of customisable components) you could create to view your Query numbers is in the trillions.

Every component is interactive not only in its customisation of data, but also in that the individual mentions powering them can be viewed to better understand and even manipulate your dataset.

The Data displayed by each component can be exported in a variety of ways for further analysis on other platforms or for social media reporting. Each individual component has an export button where users can instantly download all the meta data

sitting behind the component. Users can also export the component itself (such as a graph or chart) in PNG or JPG file types, making transfer to a Powerpoint or Word document quick and easy.

All Enterprise (+1 million mention accounts) Brandwatch clients get free access to our Historical Archive while dates back to June 2010. This means for any Brandwatch Query you have years of historical data to delve into. We are also the only provider to offer our Twitter Hindsight product. With Twitter Hindsight you can get 100% of the historical data for a given query going back to the first Tweet in 2006. There is an additional charge for this service but it's one no one else can provide.

Users are not limited in any way by how many dashboards they can create and customise.

3) E-mail Alerts can be set up within the tool in the Alerts section. The amount of alerts and amount of recipients designated to receive them is not limited in any way.

If required, keyword and phrase Boolean alerts can be set up with the same level of Boolean complexity as the initial query itself. This allows users a tremendous amount of specification when it comes to what conversation types they would like to be alerted to. Once these have been defined, the query the alert relates to will need to be defined from a drop down list. Further customisation can be added by applying the full suite of Brandwatch filters to your alert. User can define, for example, exactly the type of person they want to be alerted to based on a huge array of filters detailed above.

Users can also define searches based on Threshold alerts which are defined by the user. The platform will take a daily average of mention volumes for the last 3 days based on any given query. Based on this average, the platform will alert users to peaks or troughs in conversation depending on a user specified percentage. For example, if a user was to enter 130% as their threshold alert they would receive an email when mentions volumes reached 30% above the daily average.

In Q1 of 2015 Brandwatch will be launching it's Signals product to all users. Signals has been in development for over two years and will ultimately automate the functionality of Alerts. Signals tells you what you need to know, before anyone else. Powered by a sophisticated automated intelligence system, Signals alerts you to significant changes in your data automatically via email, in real time, highlighting potential crises, issues or emerging trends as soon as they occur to allow for faster responses and action.

4) Finding key influencers within the Brandwatch platform can be done in a variety of ways. Users can define lists of Authors based on their queries, and organise these lists based on the metrics that are important to them. The metrics we can use to organise these list might be specific to the Authors themselves (followers, verification, reach, Kred score etc.) or we may examine metrics to do with the specific site on which their mentions are based (site visitors, Moz rank, backlinks etc.). The platform is completely flexible to the user and the type of influencer they are interested in.

Brandwatch launched it's own proprietary 'Impact' score that is attributed to every website, mention and author. It is calculated through a combination of 3 metrics: relevancy, reach and amplification. The impact score was built to allow our users to immediately surface and identify the most important pieces of data, trends, authors or

sites. 'Impact' is a logarythmic scale between 1 and 100, normalised for your data. This makes it incredibly easy for Contracting Body's to know the Impact of particular mention and how that relates to other mentions from other sources.

In December 2014 Brandwatch acquired PeerIndex in order to provide a deeper level of influencer mapping and audience analysis. Peer Index has mapped the influence of over 300 million Twitter users, the largest such database of it's kind by an independent company. PeerIndex enables a deep understanding of audiences, highlighting who has influence, in what context, and with whom. We will be integrating the Peer Index product throughout Q1 2015. This includes a brand-new influencer analysis product coming out in Q1 which will allow our clients to enter any search term and generate a list of who is actually influencing the conversation around it (filterable by location, gender etc).

AQC5 CONTRACTING BODY TRAINING AND TOOL OPTIMISATION

The Authority requires the Potential Provider to provide the Contracting Body with training on the use of the Tool, identify emerging topics and trends relevant to the topics specified by the Contracting Body, and recommend and implement changes to the configuration of the Tool to enable the Contracting Body to optimise the effectiveness of their social media monitoring, as set out in section 23.7 of Framework Schedule 2 Part A ("the Requirement").

Please outline how you would provide effective training, track and identify emerging topics and trends relevant to the Contracting Body, and recommend and implement changes to the Contracting Body's configuration of the Tool to enable the Contracting Body to optimise the effective of their social media monitoring.

AQC5 Response Guidance

Your response should clearly demonstrate how you would meet the Requirement of question AQC5 and must include:

1) The process you would use to deliver training on the Tool that would ensure the Contracting Body can use the Tool competently to meet their social media monitoring requirements.
2) The process you would use to track and identify emerging topics and trends relevant to the topics specified by the Contracting Body.
3) How you would recommend and implement changes to the Contracting Body's configuration of the Tool so that the Contracting Body can optimise the effectiveness of their social media monitoring.

Responses should be limited to and focused on the specific question posed. Potential Provider's should refrain from including generalised statements, information not relevant to the topic and information related to marketing of your organisation. Attachments and additional documents will not be taken into account.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the points in this Response Guidance in the order they are listed above and highlight which point (1 to 3) you are responding to.

Marking Scheme	Evaluation Guidance
100	The Potential Provider's response has fully addressed all 3 of the component parts of the Response Guidance above, demonstrating their full ability to meet the Requirement
66	The Potential Provider's response has only fully addressed 2 of the 3 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
33	The Potential Provider's response has only fully addressed 1 of the 3 component parts of the Response Guidance above, demonstrating their partial ability to meet the Requirement.
0	The Potential Provider's response has NOT fully addressed any of the 3 component parts of the Response Guidance above, demonstrating a limited ability to meet the

	Requirement or no ability to meet the Requirement
	OR
	A response has not been provided to this question.

Gorkana Group Ltd Response – AQC5

1.Training: All users that require training on the Tool will be given free training as part of the service provided by Gorkana.

Training will either be on-site or remote depending on the location(s) of the users and the size of the group that needs training.

We have a specialist training team who will deliver training for users as part of the on-boarding programme for the Contracting Body. Additional top-up training will be available at intervals to be agreed as part of the Call Off agreement and new users within the Contracting Body that need training will also receive training.

As part of the on-boarding process our account lead will schedule a training programme in discussion with key project stakeholders at the Contracting Body. Where different levels of user will require training we will devise a modular approach to training that ensure all users will get trained on the basics of the Tool and all relevant functions they have access to with the user rights assigned to them. This will mean that more advanced users may have multiple training sessions as they need training on features that other users in the Contracting Body won't do.

For users that require it, Gorkana offers advanced training programme available called the Gorkana Academy. The Academy programme a series of modules on specific aspects of using the Tool. Upon completion of the programme users are provided with a certificate from Gorkana to demonstrate their new level of proficiency. These Academy programmes have proved so useful for clients that we are even seeing clients putting this in their CVs and LinkedIn profiles.

In addition to customer training and the Academy we host regular webinars that customers can join for free. Our website is also a useful resource for video tutorials and written manuals.

2. Topics: Social Media monitoring in the public sector can be significantly more complex than social media tracking for brands. Typically, social media monitoring for brands is focussed around what people are saying about their brand and their competitors. Monitoring for mentions of the Contracting Body will form an important part of our listening but the big difference when it comes to public (or voluntary) sector social media monitoring is that the focus is more often on what people are saying about certain issues or people or events. This thematic, rather than brand-based listening is a great way for a Contracting Body to gain insights into trends and stakeholder groups in a way that isn't possible with things like surveys or other forms of primary research. It can also be a great way to "Horizon Scan" and alert the Contracting Body to new issues that may require a rapid and/or coordinated response.

We have lots of expertise in carrying out thematic-based listening and have won awards for the Horizon Scanning work we do with Defra which has achieved national media coverage. We go beyond simple lists of keywords with clients to understand specifically what it is they need to know and configure services based on needs.

Depending on the requirements of the Contracting Body and the size and scope of the service, we will host a detailed briefing session as sometimes written instructions are

not sufficient to fully convey what is required from a topic-based search. We have specialist consultant available who can help advise the Contracting Body on alternative approaches to tracking a specific topic/theme that they might not have considered before.

We already conduct theme-based monitoring on a variety of topics for clients as well as for our own internal analysis. It is likely that for many of the subjects that Contracting Bodies are interested in tracking we will already have a similar or even identical search running without our business. This gives us an excellent reference point to help advise the Contracting Body and to get a satisfactory setup completed faster as we won't always need to reinvent the wheel.

3. Configuration: Where we provide services to large multi-national organisations, or to several organisations that have similarities in their structure or focus, we have found it beneficial in the past to host Workshops where Gorkana customers can meet each other. Where we provide social media monitoring services to multiple Contracting Bodies we will host a regular session of Workshops throughout the year and in different locations where this is viable. The goal of these sessions will be to go into detail on specific aspects of social media monitoring (for example influencer analysis) through a series of case studies. Our trainers will be on hand to support with training on specific elements of Tool functionality but feedback from past attendees has been that the main benefit of these sessions is to hear from others users of the service how they have applied what they have learnt to their daily jobs.

As part of the wider range of services that we offer to the PR community and our customer base we host events on a regular basis for free for our clients. Last year we hosted over 52 events and typically have over 300 attendees at these events. In the past these primarily focussed on helping PRs improve their relationships through interviews with Editors and senior writers from national media and other important publications. As the needs of our clients have evolved so have our events. Increasingly these events now have a social media focus, for example we have an event coming up on 27th February with a couple of dozen parenting and lifestyle bloggers.

We believe that both theory and practice are important in supporting our clients. Our Account Team will make recommendations to the Contracting Body as part of our regular contact with users. If we spot instances where it is apparent that a user has made a mistake in their setup or could configure things better, we will suggest improvements. However, we also want to enable our clients to be able to think of ways to improve their own service without the need for outside support. This is why we focus on supporting best practice across our client base both at a practical level but also in how to apply what is learnt from conducting social media monitoring. It is, after all, acting on the insights that come from social media analysis where clients find the most value in services of this kind. With our long history of working with public sector clients, often with daily client contact, we have a better understanding of what the ultimate goal of social media monitoring is for our clients than pure-play technology companies.

LexisNexis Butterworths Response – AQC5

In accordance with Section 23.1 of the Framework Schedule 2: Services and Key Performance Indicators Part A – Services, our services will:

- Provide an online social media monitoring and analysis tool ("the Tool") to the Contracting Body (23.1).

Additionally, in accordance with Section 15 of the Framework Schedule 2: Services and Key Performance Indicators Part A – Services, we will:

- Provide any training that is requested by the Contracting Body and is reasonable in order for the Contracting Body to effectively use the Services. Such training shall be provided free of charge.

(1) This response outlines the process we will use to deliver training on the Tool to ensure the Contracting Body can use the Tool competently to meet their social media monitoring requirements.

- We will provide the Contracting Bodies with full training so that the Contracting Body is able to competently use the Tool to monitor social media and optimise their use of the Tool's functionality. Such training will be provided free of charge (23.7.3).

- We will assign a Training Consultant to ensure that all core services in line with the mandatory service requirements are delivered to the Contracting Body's specific requirements.

- Our Training Consultant will facilitate all of the Contracting Body's training requirements. This will include an initial training needs analysis to meet all core and mandatory service requirements for the duration of the call off agreement term.

- We will actively engage stakeholders from the Contracting Body during the setup phase of the project; this is to be seen as the first stage of training on the tool. Previous experience shows that this helps create sustainable levels of ownership with users.

- Our London-based client services team will provide ongoing support with generating specific data views, alerts and newsletters as required. All the settings of the monitoring, including taxonomies, but also data aggregation and visualisation, will involve the stakeholder of the Contracting Body from the outset. Previous experience shows that this helps build competency with users.

- Additionally, we will also assign a Product Adoption Specialist who will focus on continuity of service where the Contracting Body has an existing requirement they wish to migrate over to the Framework. This will include but is not limited to, project management, implementation of an online portal (where required), assistance with migration of media monitoring alerts and keyword searches, and all on-going reporting requirements. Training and learning can form an integral part of this.

(2) The following response outlines the process we will use to track and identify emerging topics and trends relevant to the topics specified by the Contracting Body.

- We will identify and track emerging topics and trends relevant to the topics specified by the Contracting Body to ensure that all relevant content is brought into the tool (23.7.1). Newly emerging topics and trends will not be missed as they will appear in connection with already defined contexts, including stakeholder organisations, entities and individuals.

- We will devise a monitoring process that will send specific signals whenever volumes are significantly above or below expected volumes (where total numbers and percentages for expected volumes will need to be defined and adjusted dynamically to reflect current norms and averages). As soon as signals are received, human intervention can be triggered to analyse and understand the relevance of the monitored effects. From that, subsequent handling decisions can be made.

- We will engage with the Contracting Body to ensure they are continuously updated on the media coverage of any situation, including updates on sudden changes to the volume of media coverage.

- Close cooperation with stakeholders of the Contracting Body will ensure that communication and information flow is stepped up to the required level.

-Monitoring taxonomies and reporting setup will be used for the early warning service.

- The level of automated reporting and alerts through the monitoring tool, as well as frequency of evaluation reporting, will be agreed at the setup of every single engagement with a Contracting Body.

- Regarding the frequency of the updates provided, availability outside UK working hours and frequency and type of updates will be agreed on a case by case basis dependent on the requirements of the Contracting Body.

(3) The following response outlines how we will recommend and implement changes to the Contracting Body's configuration of the Tool so that the Contracting Body can optimise the effectiveness of their social media monitoring.

- Adjustments to the taxonomy and the monitored channels and platforms will happen dynamically, as and when they are required. We will recommend changes to implement in the Contracting Body's configuration of the Tool, based on the emerging topics and trends identified that are relevant to the topics specified by the Contracting Body, so that the Contracting Body can optimise the effectiveness of its social media monitoring (23.7.2).

- The proposed solution will have a technical infrastructure that will have dynamic adaptability as a core feature. By that we mean that social media monitoring cannot be done effectively and efficiently with a static system. Adaptation and change over time are therefore built into the system, and this will allow the Contracting Body to constantly improve and optimise the solution, with support from the agency as and when required.

Meltwater (UK) Ltd Response – AQC5

TRAINING

Initial training is provided during the Onboarding meeting telephonically and utilizes screen-sharing or online webinar software. Training is customized per CB, as we actively seek to set up the account in tandem with the users on the client side; we feel this builds confidence. In broad terms, our training follows an interactive session as per:

1. Confirmation of the purpose of the monitoring as identified by the CB
2. Navigation around the tool with examples of how other clients utilize certain components of the service
3. Delving into variable components of the service e.g. keywords, setting up account profiles, attaching social media profiles to the account, etc. (especially if the call is solely for administrative users)
4. Understanding what insight the tool is already providing based on what we have inputted during the training session (and prior to that if applicable).

There are 5 types of training mechanisms (the first 4 will be led by the respective Meltwater Account Manager:

1. CB-specific web-based or telephonic seminar: essential for administrative users, and highly recommended for regular users (60-90mins) – involves the users interacting with the tool to build confidence
2. Recorded seminar: for those users that have missed the live training (60-90mins)
3. Physical training: recommended for large user groups (90mins+), and workshop-based.
4. Ongoing training: any of the above on an ongoing basis, usually coinciding when new users need access to the service
5. An online Help Centre that will help field basic Q&A queries

Typically speaking, we will look to make available items 1 & 2 above within the week that they are requested if suitable for the CB. With physical training, there is usually up to a 2 week lag time simply due to travel logistics and availability of CB personnel. If there is an urgency to set up any form of training, we request that this is made clear prior to the point of Contracting when the first correspondence is sent between the CB and Meltwater.

Each training session is assessed immediately with a Q&A session and more formally during the 2 surveys per year as explained in AQC1; the findings of which are fed back into staff appraisal and development.

2. TRACKING EMERGING TOPICS AND TRENDS

The Home Dashboard provides a high level overview of the volume spikes, channel breakdown, sentiment and trending themes (word cloud) of any given topic/search created by a user.

If the user wants to understand better a spike or a dip in a graph, the user can drill-down into the results to evaluate the content and truly understand what is driving the

fluctuations in volume, sentiment etc. Given that the graphs are dynamic, trends change and the user can see those unfold by closely monitoring his dashboard or by using the analysis tab for more specialized benchmarks.

Also, through dialogue with the respective Account Manager – especially at the outset when the purpose of monitoring is understood – Meltwater will keep abreast of potential topics that may impact the CB and use this as a premise for social media monitoring consultation and adjusting the tool accordingly.

Follower growth, re-tweets, and post impressions are also indications of key topics becoming prevalent in the social-sphere, and Meltwater is able to provide this metadata for the applicable social media channels in a visually clear manner. Where we notice the above, we will discuss with the CB whether it is worth adjusting the keywords on a more permanent basis to make sure that this new information is clearly categorized and understood using Meltwater's available enrichments on the dashboard.

With geo-targetting, Meltwater will be able to understand specific Twitter conversations in certain regions and thus be able to recognize trends and peaks in certain locations e.g. how the electorate in the Manchester area are reacting to political developments in the run up to the General Election.

3. OPTIMISING THE EFFECTIVENESS OF THE SERVICE

Largely this rests on the Account Management Reviews as detailed in AQC1, but is also a function of the more informal touch points that the Account Manager and the CB have during the given month.

1. 3 Snagging Reviews (after Wk2, 5, & 9), where we will contact service users to gain feedback & optimize the system.
2. Training: understanding whether new information comes to light and making a recommendation accordingly.
3. Quarterly Reviews with the CB [administrative] users to assess the monitoring parameters objectively and adjust if necessary.
4. Newsletters and e-mail shots from our Marketing team with "specific" recommendations based on new functionality to the service, and/or other industry developments

Importantly, unless otherwise given authorization to do so by the CB, we will only implement material changes as instructed to do by the administrative user(s). Where the impact significantly changes the nature of monitoring, we will confirm our understanding of these requested alterations via e-mail and look for the nominated person(s) to confirm that the interpretation is correct.

Whenever changes to the monitoring are recommended or requested, the Account Manager will give a professional opinion explaining the impact that these alterations may have.

In the background, "invisible" changes will occur that will impact performance of the tool, most likely with an increase in speed. Downtime of the tool is scheduled at least 5 days ahead of town and typically happens outside UK working hours if there is anticipated to be downtime (usually between 5 to 60mins). Where the technical

updates provide an added opportunity for optimization, the Account Manager will discuss the new options with the nominated person(s) at the CB's end and evaluate whether it is the right time to adjust the service parameters.

Precise Media Monitoring Ltd Response – AQC5

We will provide unlimited training and support to each Contracting Body to ensure they maximise their use of the tool and social media service functionality throughout the length of a contract as specified within Section 23.7 of Attachment 9. Each Contracting Body will be assigned a named Client Service Manager, a social media Training Manager and an Account Consultant from our Dedicated Framework Unit.

Training Process:

Contracting Bodies will be allocated a named Training Manger responsible for training all users on the tool as often as required, as well as answering client queries regarding functionality, set-up, charting and dashboards. Our Training Managers are experienced consultants who are able to offer relevant and innovative advice across the full breadth of our services, they will work closely with each Contracting Body to ensure users are utilising the service to its full potential.

We will run initial briefing sessions with each Contracting Body to understand digital communications and social media strategy for the contract term, with regular update sessions throughout. We can design and implement a customised training programme for each Contracting Body with regular refresher sessions each quarter or sporadically where required. As new functionality becomes available within the tool, all users will be proactively informed and will be offered further training as necessary.

We offer complete flexibility in terms of the timing of training sessions. For example, our client, McAfee has offices in five different geographical time-zones and we have delivered a training programme to suit the availability of users in each market. This involved training late at night and in the early morning. We understand the demanding nature of many of the Contracting Bodies work and can offer flexibility in terms of training times, as required.

Each Training Manager will maintain an activity log within our Salesforce system which is linked to relevant Contracting Body records. After every training session they will summarise how the user is using the platform, log specific questions asked by the user, record feedback regarding usability of the tool and flag any suggestions from the Contracting Body regarding tool enhancement. Every day a report will be sent to key staff consolidating the information from the training sessions that took place. This report allows us to identify common themes and detect where there are areas of the tool that may require improvement.

Identification of Emerging Topics:

We have several methods to identify and track emerging topics relevant to a Contracting Body. We offer Contracting Bodies access to a Real Time Interactive Presentation Layer (RIPL) which works in a similar way to a word cloud by giving a live visual analysis of the topics, themes and issues driving social conversation. Each user can click on the emerging trends, issues and topics presented within the RIPL in order to drill down and view the social media content driving each topic. The RIPL can be manipulated to only focus on conversations appearing on particular social media channels, content being posted by particular influencers or content being posted by individuals with a high Klout score (indicating their social media influence) or follower count.

We are able to configure the RIPL so that it focuses on all content being posted by key journalists. This will allow each Contracting Body to identify emerging issues

throughout the day, providing an 'early warning' system which will allow them to assess and react to relevant emerging trends and issues in their sector. Clients such as the Bank of England choose to view the RIPL image on a big screen in their Press Office 24 hours a day, so that all members of the digital and communications team have visibility of real-time emerging topics.

In addition to using the RIPL functionality described above, we are also able to configure the tool so that it triggers an email alert if a particular keyword, phrase, hash tag or topic meets an agreed volume level.

An alert can be sent to all users or can be sent to an agreed distribution list consisting of key team members only. On top of the software tools employed, we produce more than 10 industry/sector based news summaries every day across areas including Banking, Finance, Energy and Healthcare as well as twice daily summaries of front page news on national titles. Our Dedicated Framework Unit will read sector summaries in order to maintain an awareness of breaking news, enabling them to proactively contact their clients if they feel an issue has arisen which may affect their clients. We then recommend further social media searches to help our clients manage their profile in relation to the issue identified.

Recommending and Implementing Changes:
We will make recommendations regarding the best way to track and analyse mentions of each topic once it has been identified. We will construct and test each search and we will filter content to ensure relevancy, adding further search layers to cut out irrelevant noise, where required. This support and guidance will ensure that each Contracting Body can concentrate on developing strategy to react to topics or issues rather than spending time trying to configure their own Boolean searches, filter out irrelevant content and build dashboards.

The fast-paced nature of social media means that changes often need to be made quickly and new searches/dashboards need to be configured without delay. Changes to service search terms will be made with immediate effect, once agreed, and we will make suggestions where we feel there are advantages to an alternative approach. Our 24/7 operation means that we can always respond to changing needs and give timely advice.

Customised analysis dashboards can be set up to track mentions of any keyword, phrase, hash tag or topic following the spike in mentions. This will update in real-time and can be used as a constant barometer of social media conversation in relation to the topic.

We have a dedicated IT Development team responsible for maintaining and improving the functionality available via the Media Platform. This team has a clear plan for future development which we would be happy to share with Contracting Bodies. We build our development plan based on demand for new functionality and in response to the changing social media landscape. We would welcome the opportunity to involve Contracting Bodies in further development through a structured programme of development workshops.

We have a specialist social media analysis team, should a Contracting Body require in-depth social media analysis a consultant from this department will be assigned. This consultant can offer advice and guidance as well as delivering customised social

media analysis on a regular basis (e.g weekly/monthly social media evaluation reports) or focusing on an ad-hoc project (e.g social media evaluation reports focusing on a key issues, policies or announcements).

Example:
When Primark was mentioned in association with the Bangladeshi factory collapse, we immediately contacted the client (ABF) to identify additional services that could be set up to help them maintain visibility of how the story was developing across mainstream and social media. We implemented a focused mainstream and social media monitoring and analysis service which ran for five weeks, following the disaster.

This service was used to help the communications team manage their reputation in light of the event. The story represented 83% of the brand's entire mainstream and social media profile during the period, with the potential to reach more than 1.74 billion readers. We were able to help Primark by siphoning off this content and treating it as a reputational issue which required dedicated resource, board-ready reporting and daily attention from our expert team. Ultimately social media sentiment was more balanced towards the brand (45%) than negative (33%), a testament to the work of their digital communications team when managing this issue.

Runtime Collective Ltd Response – AQC5

1) Brandwatch has a dedicated in house training team who are experts in the use of the Brandwatch platform. Training is allocated based on the individual needs of the Contracting Body and their use case.

We have several training modules as well as offering bespoke training packages. These can be delivered in person or via web conferencing. The modules we offer are as follows.

Switch on and Plug In: Getting Started with brandwatch:

Finding Key Insights from the Dashboard:
Competitor Benchmarking & Campaign Tracking
Ongoing Campaign/ Product Buzz Tracking:
Identifying Influence and Insights:
Advanced Query Creating Workshop:
Bespoke Training:

In addition to these paid training modules we offer a wealth of free training resources. The support portal is full of training documentation, FAQ's and how-to videos. We also run free training webinars every Tuesday for beginning and advanced users of the platform. Once a quarter we organise a Masterclass which is free for all of our clients to attend. This day long event is a mixture of training sessions and use case studies from Brandwatch staff and clients of Brandwatch.

In order to keep the Contracting Body aware of any emerging trends that may arise from the topics provided, the contracting body has two options in addition to the support they get from the Account Manager. The AM's main objective for the client is aid with longer term strategy and recommending and implementing changes is a key part of that.

2+3) Ongoing professional service time can be allocated to assist the Contracting Body with the ongoing optimisation of the platform and identification of emerging topics and trends. This time will be an allotment of hours, based on the requirements of the contracting body. Hours can be allocated for both query and dashboard optimisation. Our professional service team can also use this time to examine the data in your dashboards, make you aware of any interesting trends you may have missed and adjust the dashboards accordingly.

Another option for the Contracting Body is to take out regular insights reporting with our in-house insights team. The insights team all have deep social media analytical backgrounds and are experts with the platform. They can provide a range of insights reports based on the specific needs and goals of the individual contracting body. These reports can be delivered at regular intervals, specified by the Contracting Body and their requirements. Insights reports are always bespoke and tailored to the individual clients needs, but we also have core options to help guide clients with the right type of report. The core offerings are as follows:

Brand Reputation - Understand public/consumer perception and expectations for your brand.
Evaluate Campaign Impact - Insights can be used to both plan before a campaign and evaluate it post-launch.

Consumer Insights - Detailed insights into the needs, wants and motivations of existing or target consumers.
Evaluate and Inform Engagement - Help your social team plan and evaluate their engagements.
Online/social PR Management - Insight into both planned and unplanned PR stories.
New market/global analysis - Understand cross-market differences and opportunities.
Understanding market trends - Looking beyond your company and understand what consumers expect from your category.

4. ITT Pricing Schedules

Sections 5.1 to 5.4 outline the pricing schedules included as part of the Tender Documentation (Attachments 10 and 11 of the ITT). Only those prices submitted in the tender for Lot 1 Core Services and Lot 2 were evaluated at framework level, the original Maximum Score Available is provided at 5.1 and 5.4 below for information.

For Call Off contracts following a direct award procedure, only those prices included in Section 5.6 – Supplier Rate Cards may be applied.

4.1. Lot 1 - Core Services Evaluated Prices

Service	Line Item	Unit of Measure	Line Item Price (£)	Maximum Score Available
Online Monitoring Service - Regional and National Online Media	0 - 250 items per month: price per item	Price per item		21
	251 - 500 items per month: price per item	Price per item		40
	501 - 1000 items per month: price per item	Price per item		75
	1001 - 2000 items per month: price per item	Price per item		100
	2001+ items per month: price per item	Price per item		120
Online Monitoring Service including a Summary of each Item - Regional and National Online Media	0 - 250 items per month: price per item	Price per item		21
	251 - 500 items per month: price per item	Price per item		40
	501 - 1000 items per month: price per item	Price per item		75
	1001 - 2000 items per month: price per item	Price per item		100
	2001+ items per month: price per item	Price per item		120
Press Monitoring Service - Regional and National Press	0 - 250 items per month: price per item	Price per item		15
	251 - 500 items per month: price per item	Price per item		40
	501 - 1000 items per month: price per item	Price per item		75
	1001 - 2000 items per month: price per item	Price per item		100
	2001+ items per month: price per item	Price per item		120
Press Monitoring Service including a Summary of each item - Regional and National Press	0 - 250 items per month: price per item	Price per item		15
	251 - 500 items per month: price per item	Price per item		40
	501 - 1000 items per month: price per item	Price per item		75
	1001 - 2000 items per month: price per item	Price per item		100

	2001+ items per month: price per item	Price per item		120
Fixed Monthly Fee for Online AND Press Monitoring Service - Regional and National Press	0 - 250 items per month: fixed monthly fee	Fixed monthly fee		35
	251 - 500 items per month: fixed monthly fee	Fixed monthly fee		35
	501 - 1000 items per month: fixed monthly fee	Fixed monthly fee		10
	1001 - 2000 items per month: fixed monthly fee	Fixed monthly fee		10
	2001+ items per month: fixed monthly fee	Fixed monthly fee		10
Fixed Monthly Fee for Online AND Press Monitoring Service including a Summary of each item - Regional and National Press	0 - 250 items per month: fixed monthly fee	Fixed monthly fee		35
	251 - 500 items per month: fixed monthly fee	Fixed monthly fee		35
	501 - 1000 items per month: fixed monthly fee	Fixed monthly fee		10
	1001 - 2000 items per month: fixed monthly fee	Fixed monthly fee		10
	2001+ items per month: fixed monthly fee	Fixed monthly fee		10
Broadcast Monitoring Service - Regional and National Broadcasts	Per item price for Broadcast Monitoring	Price per item		420
Broadcast Monitoring Service including a Summary of each Item - Regional and National Broadcasts	Per item price for Broadcast Monitoring including summary of each item	Price per item		100
Social Media Monitoring Service	0 - 10k items per month: fixed monthly fee	Fixed monthly fee		25
	10k - 50k items per month: fixed monthly fee	Fixed monthly fee		70
	51k - 100k items per month: fixed monthly fee	Fixed monthly fee		70
	100k - 500k items per month: fixed monthly fee	Fixed monthly fee		70
	501k - 1m items per month: fixed monthly fee	Fixed monthly fee		40
	1m+ items per month: fixed monthly fee	Fixed monthly fee		25
Human Driven Evaluation and Analysis Service (1 - 5 metrics): Press items evaluation and analysis	0 - 250 items per month: price per item evaluated	Price per item evaluated		8.0
	251 - 500 items per month: price per item evaluated	Price per item evaluated		10
	501 - 1000 items per month: price per item evaluated	Price per item evaluated		12.5
	1001 - 2000 items per month: price per item evaluated	Price per item evaluated		17.5
	2001+ items per month: price per item evaluated	Price per item evaluated		22.5
Human Driven Evaluation and Analysis Service (6 - 10	0 - 250 items per month: price per item evaluated	Price per item evaluated		8.0
	251 - 500 items per month: price per item evaluated	Price per item evaluated		10
	501 - 1000 items per month: price per item evaluated	Price per item evaluated		12.5

metrics): Press items evaluation and analysis	1001 - 2000 items per month: price per item evaluated	Price per item evaluated		17.5
	2001+ items per month: price per item evaluated	Price per item evaluated		22.5
Human Driven Evaluation and Analysis Service (1 - 5 metrics): Online items evaluation and analysis	0 - 250 items per month: price per item evaluated	Price per item evaluated		8.0
	251 - 500 items per month: price per item evaluated	Price per item evaluated		10
	501 - 1000 items per month: price per item evaluated	Price per item evaluated		12.5
	1001 - 2000 items per month: price per item evaluated	Price per item evaluated		17.5
	2001+ items per month: price per item evaluated	Price per item evaluated		22.5
Human Driven Evaluation and Analysis Service (6 - 10 metrics): Online items evaluation and analysis	0 - 250 items per month: price per item evaluated	Price per item evaluated		8.0
	251 - 500 items per month: price per item evaluated	Price per item evaluated		10
	501 - 1000 items per month: price per item evaluated	Price per item evaluated		12.5
	1001 - 2000 items per month: price per item evaluated	Price per item evaluated		17.5
	2001+ items per month: price per item evaluated	Price per item evaluated		22.5
Human Driven Evaluation and Analysis Service (1 - 5 metrics): Broadcast items evaluation and analysis	Per item price for Broadcast Monitoring evaluation and analysis	Price per item evaluated		72.5
Human Driven Evaluation and Analysis Service (6 - 10 metrics): Broadcast items evaluation and analysis	Per item price for Broadcast Monitoring evaluation and analysis	Price per item evaluated		72.5
Human Driven Evaluation and Analysis Service (1 - 5 metrics): Social Media items evaluation and analysis	0 - 250 items per month: price per item evaluated	Price per item evaluated		8.0
	251 - 500 items per month: price per item evaluated	Price per item evaluated		10
	501 - 1000 items per month: price per item evaluated	Price per item evaluated		12.5
	1001 - 2000 items per month: price per item evaluated	Price per item evaluated		17.5
	2001+ items per month: price per item evaluated	Price per item evaluated		22.5
Human Driven Evaluation and Analysis Service (6 - 10 metrics): Social Media items evaluation and analysis	0 - 250 items per month: price per item evaluated	Price per item evaluated		8.0
	251 - 500 items per month: price per item evaluated	Price per item evaluated		10
	501 - 1000 items per month: price per item evaluated	Price per item evaluated		12.5
	1001 - 2000 items per month: price per item evaluated	Price per item evaluated		17.5
	2001+ items per month: price per item evaluated	Price per item evaluated		22.5

4.2. Lot 1 - Core Services Non-Evaluated Prices

Service	Line Item	Unit of Measure	Line Item Price (£)
Online Monitoring Service - International Online Media	0 - 250 items per month: price per item	Price per item	
	251 - 500 items per month: price per item	Price per item	
	501 - 1000 items per month: price per item	Price per item	
	1001 - 2000 items per month: price per item	Price per item	
	2001+ items per month: price per item	Price per item	
Online Monitoring Service including an Editorial Summary of each item - International Online Media	0 - 250 items per month: price per item	Price per item	
	251 - 500 items per month: price per item	Price per item	
	501 - 1000 items per month: price per item	Price per item	
	1001 - 2000 items per month: price per item	Price per item	
	2001+ items per month: price per item	Price per item	
Press Monitoring Service - International Press	0 - 250 items per month: price per item	Price per item	
	251 - 500 items per month: price per item	Price per item	
	501 - 1000 items per month: price per item	Price per item	
	1001 - 2000 items per month: price per item	Price per item	
	2001+ items per month: price per item	Price per item	
Press Monitoring Service including a Summary of each item - International Press	0 - 250 items per month: price per item	Price per item	
	251 - 500 items per month: price per item	Price per item	
	501 - 1000 items per month: price per item	Price per item	
	1001 - 2000 items per month: price per item	Price per item	
	2001+ items per month: price per item	Price per item	
Press Monitoring Service - print, postal and courier charges of Hard Copy Press items	Courier charge Inner London: price per packet couriered	Price per packet couriered	
	Courier charge Outer London: price per packet couriered	Price per packet couriered	
	Courier charge Home Counties: price per packet couriered	Price per packet couriered	
	Courier charge Rest of the UK: price per packet couriered	Price per packet couriered	
	Paper and Printing charge: price per page printed	Price per page printed	

	Postal charge: price per packet posted	Price per packet posted	
Broadcast Monitoring Service - International Broadcasts	Per item price for Broadcast Monitoring	Price per item	
Broadcast Monitoring Service including a Summary of each Item - International Broadcasts	Per item price for Broadcast Monitoring including summary of each item	Price per item	
Broadcast Monitoring Service - download, DVD and postal charges	Download / archive of Broadcast: price per item	Price per item	
	Transfer Broadcast to DVD: price per DVD	Price per DVD	
	Postal charge: price per DVD posted	Price per DVD posted	
Broadcast Monitoring Service - Transcript charges	Transcript of 0 - 1 minute long broadcast: price per transcript	Price per transcript	
	Transcript of 1 - 5 minute long broadcast: price per transcript	Price per transcript	
	Transcript of 6 - 15 minute long broadcast: price per transcript	Price per transcript	
	Transcript of 16 - 30 minute long broadcast: price per transcript	Price per transcript	
	Transcript of 31 - 60 minute long broadcast: price per transcript	Price per transcript	
	Transcript charge for each additional minute over 60 minutes	Price per each additional minute	
Human Driven Evaluation and Analysis Service - Additional analysis report	Additional analysis report - Small (up to 5 pages)	Price per report	
	Additional analysis report - Medium (5-20 pages)	Price per report	
	Additional analysis report - Large (20+ pages)	Price per report	
Human Driven Evaluation and Analysis Service - Editorial summary report	Editorial summary report - up to 1 page	Price per report	
	Editorial summary report - 2 to 3 pages	Price per report	
	Editorial summary report - 4 to 5 pages	Price per report	

4.3. Lot 1 - Optional Services Prices

Automated Evaluation and Analysis

Service	Line Item	Unit of Measure	Line Item Price (£)
Automated Evaluation and Analysis of Press and / or Online Media	0 - 250 items per month: price per item	Price per item	
	251 - 500 items per month: price per item	Price per item	
	501 - 1000 items per month: price per item	Price per item	
	1001 - 2000 items per month: price per item	Price per item	
	2001+ items per month: price per item	Price per item	
Automated Evaluation and Analysis of Social Media	0 - 10k items per month: fixed monthly fee	Fixed monthly fee	
	10k - 50k items per month: fixed monthly fee	Fixed monthly fee	
	51k - 100k items per month: fixed monthly fee	Fixed monthly fee	
	100k - 500k items per month: fixed monthly fee	Fixed monthly fee	
	501k - 1m items per month: fixed monthly fee	Fixed monthly fee	
	1m+ items per month: fixed monthly fee	Fixed monthly fee	

If required, please submit any further Automated Evaluation and Analysis Services you will provide, along with the pricing for each, in the table below:

Automated Evaluation and Analysis Services offered	Price (£)
[overwrite cell with name and description of Automated Evaluation and Analysis Services offered]	
[overwrite cell with name and description of Automated Evaluation and Analysis Services offered]	

Forward Planning

Service	Line Item	Unit of Measure	Line Item Price (£)
Forward Planning Service	Single licence	Price per licence	
	2 - 5 licences	Price per licence	
	5+ licences	Price per licence	

If required, please submit any further Forward Planning Services you will provide, along with the pricing for each, in the table below:

Forward Planning Services offered	Price (£)
[overwrite cell with name and description of Forward Planning Services offered]	
[overwrite cell with name and description of Forward Planning Services offered]	
[overwrite cell with name and description of Forward Planning Services offered]	

Journalist Contact Database

Service	Line Item	Unit of Measure	Line Item Price (£)
Journalist Contact Database Service	Single licence	Price per licence	
	2 - 5 licences	Price per licence	
	5+ licences	Price per licence	

If required, please submit any further Journalist Contact Database Services you will provide, along with the pricing for each, in the table below:

Automated Evaluation and Analysis services offered	Price (£)
[overwrite cell with name and description of Journalist Contract Database Services offered]	
[overwrite cell with name and description of Journalist Contract Database Services offered]	
[overwrite cell with name and description of Journalist Contract Database Services offered]	

4.4. Lot 2 – Core Prices

Service	Line Item	Unit of Measure	Line Item Price (£)	Maximum Score Available
Social Media Monitoring Service	0 - 10k items per month: fixed monthly fee	Fixed monthly fee		25
	10k - 50k items per month: fixed monthly fee	Fixed monthly fee		70
	51k - 100k items per month: fixed monthly fee	Fixed monthly fee		70
	100k - 500k items per month: fixed monthly fee	Fixed monthly fee		70
	501k - 1m items per month: fixed monthly fee	Fixed monthly fee		40
	1m+ items per month: fixed monthly fee	Fixed monthly fee		25