

The London 2012 Business Network

Opportunities from London 2012

BULLETIN #28 – 26 July 2010

Opportunity



Opportunity Title Trading system for buying and selling Outdoor advertising

Buying Organisation The London Organising Committee of the Olympic Games and Paralympic Games Ltd

Website www.london2012.com

Opportunity Method Contract Opportunity

Opportunity Type London 2012 supply chain (private sector)

Nature of Opportunity Services

Estimated contract value (GBP) Not disclosed

About the Opportunity:

There will be around 2-3,000 lots being offered for sale by around 30-35 Outdoor advertising companies. LOCOG want Sponsors and their agents to be able to browse the lots available for sale from Jan 1 2011. Sponsors will be able to buy Outdoor advertising on an exclusive basis between April 1 and June 30 2011. Lots will be offered for sale on a controlled basis over a period of time in bidding rounds.

Description The main requirements for the supplier is to host, maintain and manage a “white labelled” secure trading environment for the Outdoor media lots with the following key functionality:

- Host and maintain availability for a 26 week period, Jan 1 2011 to June 30 2011
- Web based, secure and reliable to provide open access to registered users
- Simple and intuitive navigation
- Database to segment and present packages as per LOCOG segmentation matrix

- Detail each contractors packages individually
- Ability to search database by a range of variables
- Ability to include and attach photography, package description and pricing data to any package
- Ability to offer fixed price or auction based trading to fixed deadlines
- Manage collation and upload of lots (pricing and packaging data) directly with Outdoor companies
- “Training” for buyers to ensure they properly use the system
- “Training for sellers to properly upload data to the site
- Confirmation of sale to buyer and seller
- Audit trail of transactions

LOCOG’s focus is management oversight to ensure implementation to the requirements , the validation of data uploaded and the concluding of trading within a set of bidding rules.

About the buyer's selection process:

In addition to responding to these questions on CompeteFor, applicants should be prepared to provide evidence to their responses, in the event of being shortlisted.

CompeteFor is an e-brokerage tool. The advertisement of LOCOG opportunities does not constitute the start of a tendering process, but an Expression of Interest only.

LOCOG reserves the right at any time to alter the scope of work requested pursuant to this opportunity or to withdraw the opportunity completely.

LOCOG regrets being unable to provide feedback following responses on CompeteFor.

Suppliers will be required to sign up to LOCOG Terms & Conditions available at www.london2012.com/business

About the buyer:

The London Organising Committee of the Olympic and Paralympic Games (LOCOG), invite expressions of interest for the supply and hosting of software for the buying and selling of Outdoor media packages. The Client Services team at LOCOG manages all aspects of the commercial relationships with Sponsors who have an exclusive first option to purchase Outdoor advertising space for the Games Period within the towns and cities hosting events.

LOCOG have agreements in place with various outdoor advertising

companies to make inventory available for Sponsors to buy between 1st April to 30th June 2011. LOCOG's role is to manage a trading process between Sponsors and their agents (the buyers) and Outdoor media companies (the sellers). The proposed method for implementation is to procure a white labelled, web-based platform managed by a third party supplier. The platform will host marketing information and provide a trading platform for Sponsors and their agencies to bid for and buy Outdoor advertising media.

Delivery point London, England

Business Categories

1. Computer consultants
2. Computer systems and software (sales)

CompeteFor response deadline 30/07/2010 12:00

Estimated tender close date 23/08/2010

Estimated contract award date 30/09/2010

Estimated contract start date 01/10/2010

Additional

information for

bidders Include any special notes for bidders

LOCOG will issue shortlisted suppliers with an Invitation to Tender (ITT) in August 2010