

# Call for proposals:

## Media monitoring Terms of Reference

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### A. Objective

BEUC is looking for a company to provide a media monitoring service. The purpose of our media monitoring is four-fold:

- keeping track of media mentions of our organisation and staff;
- filing these mentions, using a system of archives that is easily adaptable and allows us to run periodic analyses;
- providing us with the ability to create newsletters which are easily adaptable;
- give insights into new developments related to BEUC's policy areas (for more information please check: <https://www.beuc.eu/topics>).

### B. Requirements

The service should correspond to the following requirements:

- Allow BEUC admin staff to have access to a user-friendly platform.
- Give access to a minimum of 6 admin users.
- Consist of a news search that covers press outlets from across the globe in a variety of languages, and that is customisable through an effective filter system. Inclusion of radio and TV mentions is a plus.
- The tool must allow to search on the basis of keywords.
- Allow dissemination (via a newsletter e-mail) of the news monitoring results to the organisation's staff. The dissemination must be flexible, easy to adapt, and allow differentiation between press quotes and 'other relevant articles'. Please specify any limit to what can be included in such a newsletter.
- It must be possible to file quotes and articles of interest into thematic categories/keywords. We expect respondents to specify if there are limits to the number of thematic categories/keywords that can be created.
- Be accompanied by a service that is responsive quickly and helps BEUC staff manage the tool. Please give an overview of estimated response times.

## C. Submission of proposals

**Deadline: 2 May 2022, 23.59 (GMT+1 = Brussels time)**

The proposal will be submitted in electronic version only to the following email address:  
[communications@beuc.eu](mailto:communications@beuc.eu).

The proposal will include the following elements:

- A detailed description of your service;
- Information about the different requirements mentioned under point B;
- A detailed budget (for a contract duration of both **one** and **three** years).

## D. Further information

For clarification of any of the above, please send an e-mail to: [communications@beuc.eu](mailto:communications@beuc.eu).