

Draft Request for Proposal

Research Project: IIEA Membership



Statement of Work

You are invited to tender a proposal for a fixed-term consultative contract for the Institute of International and European Affairs (IIEA), to deliver qualitative market research of our membership. The output will give the IIEA key insights into the motivations or demotivations for membership of the IIEA, what value our members place on membership and levels of satisfaction as a result. The work will entail the conduct of qualitative market research, followed by detailed analysis, conclusions and recommendations that can be assimilated by the IIEA and incorporated into a new multi-year membership strategy for the organisation.

About the IIEA

The Institute of International and European Affairs is an international affairs “think tank”. As a not-for-profit organisation with charitable status, our purpose is to give context, policy insight and analysis of European and International trends and priorities. We act as an independent forum for debate and discussion, and in doing so, inform the work of Ireland’s current and future decision-makers and business leaders.

We set out to achieve this through an extensive research and events programme that gives members the opportunity to engage, learn, contribute, and connect with other members, experts, and policymakers. Our unique convening power means we draw on an extensive network from Ireland, Europe and across the globe, to share knowledge and insight that enables our members to make informed decisions for their organisations.

The IIEA’s research team works across a multitude of policy areas which, supported by the Administrative and in-house Creative and Communications teams, forms the basis of our annual programme of research and events. This can include sponsored lecture series and research projects, policy programmes and research publications, as well as sponsored conferences. More than 170 webinar and hybrid events were held in 2023 with almost 70 papers, blogs and graphic materials published on our website. These are communicated to our membership through a range of channels, including email invitations, regular e-zines and social media platforms.

Business Objectives:

The purpose of this research project is to guide the IIEA Executive team in shaping our membership strategy and in turn, our broader strategic direction.

The research undertaken should allow the IIEA team to:

- Understand current strengths, weaknesses, opportunities and threats to the IIEA from a membership perspective - what value do we bring and how is that evaluated, what we do particularly well and potential areas for service improvement in our current offering.
- Identify potential unmet needs of our members, which could provide opportunities to grow customer loyalty, revenue and profits.
- Identify opportunities to build and grow the IIEA’s reputation and profile,

Proposed Target Market

The IIEA has currently approximately 150 members, representing a mix of public and private organisations from industries including pharma, professional services firms, banking, agriculture, non-profit, government, diplomacy, education and utilities. The IIEA mailing list draws from a wide range within the member organisations, from key decision makers to entry-level employees.

As this project requires a detailed understanding of the key drivers for membership and the decisions made at a senior management level, target respondents would be senior decision makers within their organisation, from C-suite to high executive level.

Proposed Research Methodology

The IIEA has in the past engaged directly with its membership through a survey of its full mailing list (over 7,000) to gauge member satisfaction with the organisation. It was last done a number of years ago and while effective as a temperature check, it was not a deep dive into the drivers for IIEA membership for key decision makers. We believe there is now a requirement for a qualitative approach as proposed below:

- **Method:** A series of 1:1 interviews conducted by a third-party provider.
- **Participants:** A representative cross sample of C-Suite level respondents (20 to 30) selected from IIEA's corporate and public sector members. These respondents should be key decision makers or influencers in terms of membership.

We would also like to understand the reasons potential members make the decision not to commit to membership of the IIEA. By its nature, this would be a small number of respondents, with interviews conducted on a one-to-one basis and managed separately, in close co-ordination with the IIEA.

- **Focus:** These sessions would delve deeper into the qualitative aspects of key member experiences, exploring perceptions, expectations, and areas for improvement and growth.
- **Outcome:** Understand what key members perceive as value and potential value in relation to the IIEA and how they ensure they achieve value for their membership. Where are the opportunities or gaps to which the IIEA can offer solutions?

It should be noted that those members who engage on a regular basis with the IIEA programme are not always at a C-suite level. Hence we are considering conducting some quantitative research via an online questionnaire to understand this cohort of members in terms of their perception of our value proposition as well as the operational delivery of the IIEA membership offering.

As part of this proposed qualitative market research project, the IIEA would therefore also like the provider to advise on how best to ensure that the quantitative and qualitative research complement each other.

Please also note that as part of the tender application, applicants can propose alternative methodologies if they are more efficient or effective.

Timescale

This work should be completed by the end of the first quarter of 2025.

Criteria for Evaluating Entries:

Proposals shall be evaluated by a review committee composed of members from the Executive Team and Board of the IIEA. There is no desired format; it is at your discretion as to how to present your proposal. Evaluation will be made by reference to criteria including proposed approach, credentials, relevant experience and qualifications of the provider, proposed price and pertinent testimonials, and may involve a meeting with the review committee.

Tender Process

We now invite responses to apply for this tender. Queries pertaining to the body of work required to fulfil the contract, or details within this RFP may be directed in writing to Paul O'Neill, Membership Relations Director (paul.oneill@iiea.com) up until 5pm, Friday 10th January 2025.

The closing date for receipt of completed bids is **5pm, Friday 17th January 2025**.

Please note, the IIEA will be closed from 5pm, Wednesday 18th December 2024 and will reopen at 10am, Monday 6th January 2025.

Contract Terms & Conditions

- By submitting a proposal, you will be accepting our set terms and conditions herein.
- It is anticipated that as a result of this procurement action, one contract will be awarded to one entrant for the completion of the project outlined within this RFP.
- No element of work may be outsourced without prior written agreement from the Director General of the IIEA.
- A fixed-price, fixed-term contract will be awarded to the successful proposal.
- No expenses outside of the agreed set cost will apply.
- The contract will be awarded on the basis that the project will be completed no later than 31st March 2025.
- Full payment will be made upon completion of the project and once all documentation has been submitted to the IIEA.
- A standard non-disclosure agreement will be put in place and a contract written and signed by both parties.
- The successful applicant will adhere to all laws relating to governance and the use of personal data.
- The IIEA reserves the right to terminate the contract should it be discovered that any aspect of the submitted proposal has been written to deliberately mislead.