

TERMS OF REFERENCE

I. PROJECT TITLE AND DESCRIPTION

Procurement of Services of Marketing Management Agency in Switzerland to assist in the Philippine participation at the FESPO 2020

II. PURPOSE/OBJECTIVES

In order to ensure the smooth implementation of FESPO 2020, the PDOT Frankfurt Office is in need of the services of a marketing management company based in Switzerland, which specializes in handling tourism-related programs for the Swiss market.

III. MINIMUM REQUIREMENTS FOR SUPPLIERS

- a. Full service Marketing agency operating in Switzerland with relevant contacts in the travel trade and media industry
- b. With extensive work experience (minimum 5 years) in the travel and tourism industry particularly in tourism and destination management and marketing
- c. Experience in working with a diverse list of travel and tourism clients (including national tourism offices/boards)
- d. Willing to provide services on a send bill arrangement

IV. SCOPE OF DELIVERABLES

- a. Overall Management for FESPO 2020
Manage all the activities listed below from planning and preparation to execution:
 - Arrange scheduled meeting with top Swiss travel trade and relevant media for the DOT delegation;
 - Coordinate with the FESPO organizers for the booth set-up and dismantling;
 - Suggest and evaluate additional options on how to further highlight the Philippines during FESPO 2020;
 - Initiate partnerships with Swiss tour operators to create special Philippine packages to be displayed at the booth;
 - Prepare a presentation about the Philippines;
 - Secure photo booth supplier for the booth;
 - Attendance of a knowledgeable staff to assist during the whole duration of FESPO 2020; and
 - Generation of comprehensive terminal report including but not limited to current market profile with updated insights and trends.
- b. Produce a creative information material dedicated to the Philippines for distribution during the FESPO and subsequent activities in Switzerland. This deliverable includes content creation, layout, sourcing of images, production, printing, and delivery, and is subject to approval by the DOT.

V. TIMELINE OF BIDDING

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|--------------------------------|--|
| November 15, 2019 | Submission of bid proposal, inclusive of deliverable requirements according to the program and mandatory legal documents |
| November 18, 2019 | Selection by DOT Frankfurt of the Marketing Agency to handle the above-mentioned activities |
| November 19, 2019 | Coordination for the implementation of the project onwards |
| January 30 to February 2, 2020 | FESPO proper |
| February 15, 2020 | Submission of comprehensive report |

VI. BUDGET

Total budget is **EUR 13,900.00, without VAT**, including but not limited to agency fees, operational expenses, production fees for all deliverables, documentation costs, among others.

Interested bidders must present a budget breakdown in their proposal, indicating the components of their proposed budget.

The winning bid shall be determined based on the proposal with the most advantageous financial cost, appropriate product and service quality, and provided that the amount of the bid does not exceed the total budget of the project.

VII. DOCUMENTARY REQUIREMENTS

1. Signed Terms of Reference (all pages should be initialed)
2. Company registration documents and appropriate licenses
3. Latest tax clearance
4. Company portfolio containing previous projects that are relevant to this project

VIII. TERMS AND CONDITIONS

1. The selected agency shall be subject to assessment by the DOT Frankfurt as to the effectiveness of any part of the project. The DOT Frankfurt reserves the right to terminate the services of the winning bidder should any part of the deliverables be unsatisfactory.
2. Subject to the assessment by the DOT Frankfurt as to the performance of the agency for its implementation of the projects, the services of the selected agency may be re-contracted by DOT Frankfurt to implement supplemental programs, subject to additional budgets and a separate agreement.

3. Any excess remuneration or compensation in the form of rebate from production and media suppliers following the industry practice of compensating services of an agency shall be negotiated by the winning agency, and credited by the supplier in favor of the DOT Frankfurt in the form of additional promotional materials and/or extended media or PR placements, in order to maximize the effect and benefit of the campaign.

IX. PAYMENT PROCEDURE

Compliant with the procedures of the Philippine Government

Requires supporting documents for payment:

- Original copy of the contract
- Original copy of the invoice following signed contract
- Terminal report with pictures
- 100% payment upon completion of the scope/deliverables

X. CONTACT PERSON

Anabelle Gaye Apostol
Operations Officer
Philippine Department of Tourism – Frankfurt
anabelle@morefunphilippines.de

SIGNED BY PROPONENT:

Signature : _____

Name: _____

Company: _____

Company Designation: _____

Date: _____