

TERMS OF REFERENCE

I. PROJECT TITLE AND DESCRIPTION

THE PHILIPPINE PARTICIPATION AT THE MUSEUMSUFERFEST 2018

Development of a Public Relations (PR) program and campaign to ensure maximum and relevant exposure and positive publicity of the Philippines as a premier tourism destination, revolving around the country's participation in this year's Museumsuferfest celebration in Frankfurt, Germany

II. BACKGROUND

In an effort to boost consumer awareness for travel to the Philippines, the Philippine Department of Tourism (DOT) will be co-sponsoring the Frankfurt Musikbühne stage during this year's Museumsuferfest, through the theme "Fiesta auf den Philippinen". This sponsorship includes branding exposure for its *It's More Fun in the Philippines* campaign, a feature of Filipino cultures and heritage when it comes to its various local fiestas, and other fun activities.

This effort is being undertaken as a way to generate positive publicity for the Philippines, and gain maximum exposure for the country as a premier tourism destination.

III. Objective

- An integrated and comprehensive Public Relations (PR) program and campaign are needed to generate positive publicity for the Philippines particularly in the Hessen region, hinging on its participation in this year's Museumsuferfest. This PR campaign must ensure maximum exposure for the country, including display in relevant and high impact traditional, digital, and social media platforms before, during, and after the Museumsuferfest.
- These Public Relations activities shall project the Philippines as a premiere tourism destination, in conjunction with its *It's More Fun in the Philippines* campaign.

IV. SCOPE OF WORK / DELIVERABLES

a. Publicity generation: arrange for various press coverage before, during, and after the Museumsuferfest highlighting the Philippines as a premier travel destination

This includes:

- Developing an integrated PR plan/program, indicating the target levels of reach/impact, and other forms of measurement that will reflect how an increase in awareness on the Philippines as a premier travel destination will be achieved throughout this campaign

- Identifying media publications and outfits with a wide reach and high relevance particularly for audiences in the Hessen region, covering traditional, digital, and social media platforms
- Organizing a roundtable discussion and/or event launch with relevant and influential bloggers, journalists, and various media platforms in Germany, particularly catering to audiences in the Hessen region
- Developing content appropriate for each identified media publications and outfits, consistently projecting a positive perception of the Philippines and communicating the *fun in the Philippines*, and ultimately promoting the country as a young, dynamic, and premiere tourism destination
- Handling high-quality and premium graphic design of promotional materials that will be released and used throughout the duration of the campaign
- Generating official Press Releases before, during and after the Museumsuferfest and whenever deemed necessary, and securing approval for the same before disseminating to an extensive media contacts list with high reach for consumers in the Hessen region
- Arranging for media interviews and press coverage of the Philippine participation in this year's Museumsuferfest
- Suggesting creative ways to maximize the Philippines' participation in the Museumsuferfest, as a way of increasing consumer interest for the brand
- Arranging for publicity coverage in relevant media platforms in areas outside Hessen, further to discussions and agreements

b. Management of the Philippines' Performances in the Frankfurt Musikbühne during the Museumsuferfest

- Management of the Philippines' special guests including members of the travel industry, travel writers, and other influencers who may be able to generate interest for the brand. This includes inviting the guests to the event, coordinating for their attendance before and during the event, and handling the guests during the event
- Securing photographer/s and/or videographer/s to ensure appropriate coverage for the event and production of a post-Museumsuferfest video to be launched on YouTube, Instagram, and other social media platforms
- Facilitation of the program of the Philippines, including all opportunities that allow for publicity for the brand

c. Generation of a comprehensive post-event report, reflecting media mileage gained and copies of the published articles / media exposure on the Philippines

V. MINIMUM QUALIFICATIONS FOR SUPPLIERS

- a. Full service PR agency operating in Germany and preferably in the Hessen region, with relevant contacts in the media and travel industry, and able to facilitate the requirements and deliverables as stipulated above
- b. Dedicated Account Manager and Account Director to oversee the project and coordinate with the DOT with respect to the execution and implementation of the campaign
- c. Presentation of similar projects previously undertaken, particularly in the Hessen region. If not available, please present case studies of projects undertaken in Germany

VI. TIMELINE AND SCHEDULE OF WORK

July 18, 2018: Submission of bid proposals, inclusive of publicity requirements according to these Terms of Reference, and mandatory legal documents

July 19, 2018: Selection of the DOT Frankfurt office and the Tourism Promotions Board (TPB) of the winning PR Agency assigned to handle the publicity activities for the Philippines in line with its participation at the Museumsuferfest.

July 20, 2018: Submission of revised PR and communications plan, including firmed up proposals on how to implement each aspect of the PR plan, timelines, and schedule of appointments, based on the DOT-Frankfurt Office and TPB's feedback on the winning bidder's original proposal

July 23, 2018: Coordination for the full implementation of the PR plan, including special media and consumer activities that will be implemented before and during the Museumsuferfest

Aug 24 to 26: Museumsuferfest proper

Sept 15, 2017: Submission of post-event report

VII. BUDGET

- The total budget allocation for the project is €24,750.00 inclusive of taxes and other applicable fees, including but not limited to PR agency fees, operational expenses, press coverage fees, production fees, documentation costs, among others.
- Interested bidders must present a budget breakdown in their proposal, indicating the components of their proposed budget.

VIII. DOCUMENTARY REQUIREMENTS

- Signed Terms of Reference (all pages should be initialed)
- Company registration documents and appropriate licenses
- Latest Tax clearance
- Company portfolio containing similar projects previously undertaken in the past 5 years.

The winning bid shall be determined based on the proposal with the most advantageous financial packaged cost, provided that the amount of the bid does not exceed the established total budget for the project.

IX. PAYMENT PROCEDURES

Compliant with the procedures of the Philippine Government

Required supporting documents for payment:

- Original copy of contract
- Original copy of invoice following signed contract
- 50% balance 30 days upon receipt of invoice
- Remaining 50% balance upon completion of the scope/deliverables

X. CONTACT PERSON

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