

TERMS OF REFERENCE

I. PROJECT TITLE AND DESCRIPTION

PROCUREMENT OF A COMMUNICATIONS AND MARKETING AGENCY TO PROVIDE SUPPORT FOR THE PHILIPPINE PARTICIPATION AT THE INTERNATIONAL TOURISMUS BÖRSE 2020 INCLUDING MANAGEMENT OF THE PR, SOCIAL MEDIA AND CRISIS MANAGEMENT OF THE PHILIPPINES TO GERMANY AND AUSTRIA

Management and development of Public Relations program and joint promotional campaign to ensure maximum and relevant exposure and positive publicity of the Philippines as a premier tourism destination, especially the participation of the Philippines in ITB 2020.

II. BACKGROUND

This endeavor is being undertaken in an effort to maximize the Philippines' participation at the ITB, boost media and trade's awareness and interest for travel to the Philippines, and generate positive publicity for the country.

The Philippine Department of Tourism (DOT) also wants to implement activities catering to the German and Austrian travel trade and media, to further encourage the growth in tourism arrivals received from the market and promote the *fun in the Philippines* in the Germany and Austria.

III. OBJECTIVE

- To generate an integrated and comprehensive program for the Philippines' participation at the ITB, including arranging meetings with relevant stakeholders, securing attendees for a Philippine cocktail reception at the stand, and other various Public Relations (PR) initiatives needed to generate positive publicity for the Philippines.

IV. SCOPE OF WORK / DELIVERABLES

a. Publicity generation

- Develop an integrated PR plan/program, indicating the target levels if reach/impact, and other forms of measurement that will reflect how an increase in awareness on the Philippines as a premier tourism destination will be achieved;
- Generate official press releases highlighting the Philippines' top travel destinations, and securing approval for the same before disseminating to an extensive media contacts list with high reach for consumers;
- Identify media publications and outfits with wide reach and high relevance covering traditional, digital and social media platforms and where we can have cross marketing promotion;
- Develop content and pitch stories, including translations, appropriate for each identified media publication and outfit, 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;

- Arrange publicity coverage in relevant media platforms, further to discussions and agreements;
- Creation and maintenance of Philippine mailing list;
- Organization and follow-up of a group or individual press trips;
- Reputation management and crisis communication; and
- Media monitoring / news clippings, reflecting media mileage gained and copies of published articles / media exposure on the Philippines

b. Travel and Trade Partnerships

- Identifying travel trade partners with a wide consumer reach
- Develop a strong partnership with industry partners and have a proactive cooperation;
- Creation and maintenance of Philippine mailing list;
- Suggest creative ways to maximize the Philippines' partnerships with the travel trade industry, and facilitate a push for sales;
- Arrange meetings with relevant travel trade key players; and
- Market intelligence

c. Assistance for the Internationale Tourismus Börse 2020

- Arrange scheduled appointments with top media, including editors, journalists, bloggers, and other relevant influencers
- Arrange scheduled appointments with travel trade especially those who are:
 - Selling Asia but not the Philippines
 - TOs without Philippine DMC partners
- Publicity coverage before, during and after ITB 2020
- Negotiate a special feature on a leading travel trade magazine
- Suggest and evaluate additional options on how to further highlight the Philippines during ITB 2020.
- Invite media and travel to the Philippine cocktail reception at the stand on March 4 or 5, 2020.

d. Generation of a comprehensive report including but not limited to current market updates and trends.

e. Others

- Social media integration (Facebook and Instagram)
- Identify potential partnerships and campaign opportunities, subject to approval, including budget and media values to be gained.

V. MINIMUM QUALIFICATIONS FOR SUPPLIERS

- a. Full service Destination Marketing and Public Relations agency operating in the Germany, with relevant contacts in the media and travel industry in Germany and Austria, 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. (Include the credentials in the bid submission)
- c. Presentation of similar projects previously undertaken. If not available, please present case studies of projects undertaken in Germany and Austria.

VI. TIMELINE FOR BIDDING

- February 3, 2020:** Submission of bid proposals, inclusive of publicity requirements according to these Terms of Reference, and mandatory legal documents
- February 4, 2020:** Selection of the DOT Frankfurt office of the winning Agency
- February 5, 2020:** Coordination for the implementation of the project
- April 10, 2020:** Submission of comprehensive report

VII. BUDGET

- Total budget allocation for the project is €36,000.00 inclusive of taxes and other applicable fees, including but not limited to agency service fees, operational expenses, joint promo partnerships, advertorials, 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.
- 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.

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.

IX. TERMS AND CONDITIONS

1. The selected agency shall be subject to assessment by the DOT Frankfurt as to the effectiveness of any part or phase of the campaign launched. 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.

X. PAYMENT PROCEDURES

Compliant with the procedures of the Philippine Government

Required supporting documents for payment:

- Original copy of signed contract
- Original copy of 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: _____