# TERMS OF REFERENCE

I. PROJECT : Procurement of Services of Marketing Management Agency in Switzerland for the Philippine participation in the FESPO 2019

### II. PURPOSE/OBJECTIVES

In order to ensure the smooth implementation of FESPO 2019, the PDOT Frankfurt Office is in need of the services of a marketing management company based in Zürich, Switzerland, which specializes in handling tourism-related programs for the Swiss market.

# III. MINIMUM REQUIREMENTS FOR SUPPLIERS

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

# IV. SCOPE OF DELIVERABLES

Overall management of the Philippine participation in FESPO 2019, including the planning, preparation, and execution of the activities listed below:

- Coordinate with the FESPO organizers for the booth set-up, design, and dismantling;
- Handle the ingress and egress at the FESPO;
- Initiate partnerships with Swiss Tour Operators in generating Philippine packages and joining the Philippine booth as exhibitor at the FESPO;
- Initiate partnerships with additional Swiss tour operators and airlines in creating special Philippine packages to be displayed at the booth;
- Provide local staff support knowledgeable on the Philippines to assist in the Philippine booth during the entire duration of the FESPO;
- Arrange for meetings with top Swiss travel trade and relevant media and influencers for the DOT delegation;
- Suggest additional options on how to further highlight the Philippines during FESPO 2019, and handle its implementation once approved (e.g. presentations on the Philippines, consumer campaign, joint promotion campaign);
- Secure a photo booth supplier and handle coordination for its inclusion in the Philippine booth; and
- Prepare a Terminal Report

# V. TIMELINE OF BIDDING

2018

2010		
Tues, December 4	Submission of bid proposal, inclusive of deliverable requirements according to the program, including all mandatory legal documents	
Wed, December 5	Selection by DOT Frankfurt of the Marketing Management Agency tasked to handle the above-mentioned activities	
Thurs, December 6 until January 2019	Coordination for the implementation of the project	
<u>2019</u> Thurs, Jan 31 to Sun, Feb 3	FESPO Proper	
Friday, Feb 15	Submission of Terminal Report	

# VI. BUDGET

Total budget for the project is EUR 3,000.00, inclusive of VAT and other taxes and applicable fees.

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: CONTACT PERSON

Project Officer	:	Anabelle Gaye Apostol
Contact Details	:	(+49)173 5217981
		anabelle@morefunphilippines.de

# 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