

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

