

I. PROJECT :

Procurement of the Services of a Marketing

Management Agency in France for the implementation of

various approved projects

II. PURPOSE/OBJECTIVES

In order to ensure the continuity and smooth implementation of our various approved

projects in France, The PDOT-Frankfurt Office is in need of the services of a

marketing management company based in Paris, France, which specializes in

handling tourism-related programs for the French market.

III. MINIMUM REQUIREMENTS FOR SUPPLIERS

a. Full service Marketing agency operating in Paris, France with relevant contacts in

the French tourism industry

b. With extensive work experience (minimum 5 years) in the travel and tourism

industry, particularly in tourism and destination management and marketing and

handling Swiss media

c. Experience in working with a diverse set of travel and tourism clients (including

national tourism offices/boards)

d. Willing to provide services on a send bill arrangement

IV. SCOPE OF DELIVERABLES

Overall Management

Manage all the activities listed below, including the project planning, preparation, and execution.

A. Assistance for IFTM TopResa

- Arrange scheduled meeting with top French travel trade and relevant media

for the DOT delegation, including DOT officials

- Negotiate for the inclusion at the Tour Operator's Night during the IFTM

TopResa

- Suggest additional options on on to further highlight highlight the Philippines

during IFTM TopResa

- Secure photographer to ensure appropriate coverage of the Philippine

participation at the event

- Attendance of knowledgeable staff to assist during the whole duration of

TopResa

- Prepare terminal report

B. Assistance for the Roadshow in Nantes, Lille and Strasbourg

- Arrange the itinerary, including the program flow of each workshop for each city
- Procure and negotiate for transportation, venue, accommodation, and meals for all participants during the event
- Attendance of a knowledgeable staff to assist the delegation throughout the Roadshow
- Send invitations to top tour operators and travel agencies in each area to attend the event
- Prepare terminal report

V. TIMELINE OF PROJECT

August 17 Submission of bid proposal, inclusive of deliverable requirements according to the program and mandatory legal documents

August 18 Selection by DOT Frankfurt of the winning bidder to handle the above-mentioned activities

July 17 Coordination for the implementation of the project

October End of Roadshow in France; (at the latest)

VI. CRITERIA

I. Strategic Planning - 50%

II. Creative Technique - 20%

III. Project Management Expertise - 20 %

V. Credentials /Track record - 10%

TOTAL - 100%

VII. BUDGET

Total estimated budget is EUR 5,000.00

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.

VIII. DOCUMENTARY REQUIREMENTS

1. Signed Terms of Reference (all pages should be initialed)
2. Company registration documents and appropriate licenses
3. Latest tax clearance and proof of no financial and legal liabilities
4. Company portfolio containing previous projects that are relevant to this project

IX: CONTACT PERSON

Project Officer : Anabelle Gaye Apostol

Contact Details : (+49)173 5217981

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X. PAYMENT PROCEDURES

Compliant with the rules and regulations as mandated by the Philippine Government

The following supporting documents are required for payment:

- Original copy of the contract
- Original copy of the invoice following signed contract
- Payment upon completion of the scope/deliverables