

## I. PROJECT

Procurement of the Services of a Marketing Management

Agency in France for the implementation of various projects of the Philippine Department of Tourism (DOT)

## II. PURPOSE/OBJECTIVES

In order to ensure the continuity and smooth implementation of its various approved projects in France, the DOT-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 and media industries
- b. With extensive work experience (minimum 5 years) in the travel and tourism industry, particularly in tourism and destination management and marketing and handling French media
- c. Experience in working with a diverse set of travel and tourism clients (including national tourism offices, tourism boards, among others)

d. With extensive knowledge on the Philippines and its tourism products and destinations; experience of traveling to the Philippines is a plus

e. Willing to provide services on a send bill arrangement

#### IV. SCOPE OF DELIVERABLES

##### A. Organization of Media Familiarization trip

- Selection of 3-4 leisure magazine publications and 1 photographer that will do a familiarization trip to the Philippines, based on each publication's and digital media platform's level of influence and relevance to the French market

- Group must be a mix of publications and media platforms that have high circulation rate across France
- Photographer must have credible standing and be willing to share his photos to PDOT for its use in any and all its projects

- Negotiate free / reduced airline seats for the participants

- Send invitations to the identified journalists and photographer, and coordinate proposed trip itinerary

- Confirm the list of attendees, and lead the group during actual trip

- Ensure positive and maximum media exposure for the Philippines during and after the trip

- Prepare terminal reports and monitor actual results with regard to media

exposure gained

#### B. Assistance for the Philippine Travel Exchange 2017

- Send invitations to prospective and relevant tour operators and travel agencies

- Negotiate free / reduced airline seats for participants

- Prepare terminal report

#### C. Assistance to the Philippine participation in IFTM TopResa

- Arrange scheduled meetings with top French travel trade and relevant media for the DOT delegation, possibly including DOT officials

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

TopResa

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

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

D. Assistance for the Roadshows in Nantes, Lille and Strasbourg

- Arrange the itinerary, including the program flow of each workshop for each

city

- Negotiate and procure transportation, venue, accommodation, and meals for

all participants during the event

- Attendance of 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

- Gather database of attendees

- Prepare terminal report

## V. TIMELINE OF PROJECT

July 13, 2017 Submission of bid proposal, inclusive of deliverable

requirements according to the program and mandatory

legal documents

July 14 , 2017 Selection by DOT-Frankfurt Office of the winning bidder

July 17, 2017 onwards Coordination for the implementation of the project

October to November Completion of Media Familiarization trip and Roadshow

2017 (at the latest) in France; Submission of all terminal reports

## VI. CRITERIA

I. Strategy of proposed activities - 50%

II. Creativity and Efficiency of proposed execution - 20%

III. Project Management Expertise - 20 %

V. Credentials / Track record - 10%

TOTAL: 100%

## VII. BUDGET

Total estimated budget for all marketing agency fees is EUR 8,000.00, inclusive of all applicable taxes. This does not include any production costs for the implementation of the aforementioned programs.

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 the  
aforementioned projects

## IX: CONTACT PERSON

Project Officer : Anabelle Gaye Apostol

Contact Details : (+49)173 5217981

[anabelle@morefunphilippines.de](mailto:anabelle@morefunphilippines.de)

## 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
- 30% initial payment upon completion of Philippine Travel Exchange
- 30% second payment upon completion of IFTM TopResa and Roadshow

- 30% third payment upon completion of the projects
- 10% balance upon submission of all terminal reports