

TERMS OF REFERENCE

I. PROJECT TITLE AND DESCRIPTION

PROCUREMENT OF DESTINATION MARKETING AGENCY IN FRANCE TO SERVE AS MARKET SPECIALIST FOR THE IMPLEMENTATION OF A PHILIPPINES BUSINESS-TO-BUSINESS WORKSHOP WITH THE FRENCH TRAVEL TRADE

Overall management and development of the following activities for the Philippine Department of Tourism in France

1. Virtual/Hybrid B2B Workshop for French Travel Trade
2. Publicity campaign in partnership with media platforms
3. Direct Mailing Campaign for participants
4. Others related activities

II. BACKGROUND

The Philippine Department of Tourism (DOT) is looking to implement activities catering specifically to the French travel trade and consumers to maintain the Philippines' presence in the market and immediately address the changes brought about by COVID19 pandemic.

III. OBJECTIVES

- To maintain presence with travel trade, sustain relationships, and gain new contacts in the French market
- To ensure presence in key media platforms, provide trade and/or consumers with reasons to keep dreaming about a trip to the Philippines, and plan their visit as soon as border restrictions are lifted

IV. SCOPE OF WORK / DELIVERABLES

a. Virtual/Hybrid B2B Workshop for Travel Trade

- Conceptualization on how to implement virtual/hybrid B2B between French tour operators and independent travel agents, and Philippine tour operators and resorts;
- Develop the program and system to use for the B2B workshop;
- Invite top tour operators and independent travel agents, and ensure attendance to the B2B workshop;
- Schedule a briefing with the Philippine travel trade; and
- Arrange all related matters

b. Publicity Partnerships with Media Platforms

- Partnerships with media platforms to guarantee mass exposure and coverage on the Philippines;
- Identifying influential media partners with a wide consumer reach across various platforms (e.g. print, online, social media, etc.);
- Creation and maintenance of Philippine mailing list; and
- Suggest creative ways to maximize the Philippines' partnerships with the media partners, as a way of increasing trade and/or consumer interest for the brand;

- Arrange all related matters
- c. Direct mailing campaign for travel trade participants at the workshop**
- Conceptualization of creative idea
 - Production of merchandising and information materials
 - Mailing fees
- d. Others**
- Social media integration (Facebook and Instagram)
 - Identify additional potential partnerships and campaign opportunities, subject to approval, including budget and media values to be gained
- e. Generation of a comprehensive report including but not limited to current market updates and trends.**

V. MINIMUM QUALIFICATIONS FOR SUPPLIERS

- a. Full service Destination Marketing and Public Relations agency operating in France, with relevant contacts in the media and travel industry and able to facilitate the requirements and deliverables as stipulated above
- b. Dedicated Account Manager and Account Director to oversee the projects and do daily coordination with the DOT
- c. Presentation of similar projects previously undertaken. If not available, please present case studies of projects undertaken in France.

VI. TIMELINE FOR BIDDING

- February 10, 2021:** Submission of bid proposals, inclusive of publicity requirements according to these Terms of Reference, and mandatory legal documents
- February 12, 2021:** Selection of the DOT Frankfurt office of the winning Agency

VII. BUDGET

- Total budget allocation for the project is €10,000.00 inclusive of taxes and other applicable fees, including but not limited to agency service fees, operational expenses, advertising fees, press releases, 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.

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
- Credentials of the team that will be assigned to handle the Philippines account

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.

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. 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

- 30% initial payment upon approval
- 50% payment upon completion of the scope/deliverables
- 20% balance payment upon submission of final report

Required supporting documents for payment:

- Original copy of signed contract
- Original copy of invoice following signed contract

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: _____