

TERMS OF REFERENCE

I. PROJECT TITLE AND DESCRIPTION

PROCUREMENT OF THE SERVICES OF DESTINATION MARKETING AGENCY IN FRANCE TO SERVE AS A MARKET SPECIALIST FOR THE IMPLEMENTATION OF VARIOUS PROJECTS FOR THE PHILIPPINES

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

- (1) Philippine participation at the IFTM Topresa 2021;
- (2) Implementation of Creative Consumer Campaign in Paris to generate maximum exposure and positive publicity on the Philippines as a premier destination in France;
- (3) Implementation of Educational programs for travel agents, online distributors, and other sales front liners; and
- (4) Public Relations and management of Social Media platforms and communities

II. BACKGROUND

The Philippine Department of Tourism (DOT) will be implementing various activities in France catering to travel trade and consumers, to continually promote the Philippines and keep the destination as top-of-mind in the French market, amidst the challenges and changes brought about by COVID19 pandemic. These activities also provide an opportunity to update and educate the French market about the Philippines' continued thrust for sustainability, new destinations and product offerings, and COVID-19 safety protocols that have been put in place.

III. OBJECTIVES

- To maintain presence in key media platforms, provide consumers with reasons to keep dreaming about a trip to the Philippines, and plan their visit as soon as border restrictions are lifted
- To maintain presence with travel trade, and foster good working relationship
- To train travel agents as key sales front liners; increase their knowledge and appreciation of our destinations and product offerings
- To create a multi-media PR program that allows for the Philippine presence in various relevant media platforms

IV. SCOPE OF WORK / DELIVERABLES

a. Assistance for Philippine participation in IFTM Topresa 2021

- Arrange scheduled meetings with top French travel trade and media for the DOT delegation
- Suggest additional options to further highlight the Philippines during IFTM Topresa
- Secure photographer to ensure appropriate coverage of the Philippines participation at the event
- Assistance of knowledgeable staff to manage the Information Counter at the Philippine booth during the whole duration of IFTM Topresa
- Prepare terminal report

b. Management of consumer event in line with Philippine participation at the TopResa

- Propose strategic and creative activities which would reflect the brand identity of the Philippines and highlight the destination in a way that would be relevant to the French market;
- Ensure publicity coverage of the event, displayed in relevant mass media, online, and social media platforms;
- Negotiate and coordinate with suppliers for the implementation of the event;
- Produce and distribute a post-event video to be launched on YouTube, Instagram, and other relevant online and social media platforms;
- Arrange for pre and/or post-event publicity activities as necessary

c. Educational Programs for travel agents, online distributors, and other sales front liners to increase Philippine specialists in France

- Develop and implement an educational program for the Philippines that will include live / virtual trainings and/or an online / e-learning component that will aid sales front liners in learning more about the Philippines' destinations and product offerings;
- Propose creative ideas on how we can entice participants to register and finish the course, such as partnerships on incentives for graduates;
- Promote the educational program to encourage registrations, e.g. through a publicity campaign
- Assign a knowledgeable staff that can conduct the training programs in the French language;
- Prepare the country presentation/s; and
- Arrange all related matters

e. Public Relations and management of social media platforms

- Issue regular press releases on various Philippine topics, conduct story pitches, find and follow-up on opportunities to continued and sustained mass media exposure for the Philippines in France;
- Suggest creative ways to maximize the Philippines' partnerships with the media partners (e.g. print, online, social media, etc.), as a way of increasing consumer interest for the brand;
- Creation and maintenance of Philippine mailing list;
- Curated social media post and integration (Facebook and Instagram); and
- Identify additional potential partnerships and campaign opportunities, subject to approval, including budget and media values to be gained

g. Generation and submission of regular reports:

- Monthly report on status and accomplishments of each project
- Comprehensive post-event / project report detailing total accomplishments per project and returns on investments made
- Weekly report on COVID-19 situation, market updates, and trends in France
- Other reports as required

V. MINIMUM QUALIFICATIONS FOR SUPPLIERS

- a. Full service Destination Marketing and Public Relations agency operating in the 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 coordinate with the DOT with respect to the execution and implementation of the five (5) projects / events
- c. Presentation of similar projects previously undertaken. If not available, please present case studies of projects undertaken in France.
- d. Willing to provide services on a send bill arrangement

VI. CRITERIA

a. Strategic Planning	-	50%
b. Creative Technique	-	20%
c. Project Management Expertise	-	20%
d. Credentials/Track Record	-	10%

VII. TIMELINE AND SCHEDULE OF WORK

August 26, 2021:	Submission of bid proposals, inclusive of comprehensive program and publicity requirements according to these Terms of Reference, and mandatory legal documents
August 27, 2021:	Selection of the DOT Frankfurt office of the winning Agency assigned to handle all events for the Philippines
August 31, 2021:	Submission of revised plan, including firmed up proposals on how to implement each aspect of the two activities, timelines, and schedule of accomplishments, based on the DOT-Frankfurt Office feedback on the winning bidder's original proposal
September 2021:	Start of publicity generation, maintenance of social media accounts, educational program
October 2021:	IFTM TopResa and Consumer Activation

Reports must be submitted within 15 days from the completion of each project, and all projects must be completed and reports submitted by December 31, 2021.

VIII. BUDGET

- The total budget allocation for the project is €25,000.00 inclusive of taxes and other applicable fees, including but not limited to agency service fees, operational expenses, 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.

IX. 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.

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.

X. 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 launched. 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 creative agency for its implementation of the campaign, the services of the selected creative 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.

XI. PAYMENT PROCEDURES

Compliant with the procedures of the Philippine Government

- 30% initial payment upon approval of all proposed activities and PR plan
- 20% upon completion of 3 of the 5 projects
- 30% payment upon completion of all projects/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

XII. CONTACT PERSON

Anabelle Gaye Apostol
Operations Officer
Philippine Department of Tourism – Frankfurt
anabelle@morefunphilippines.de

SIGNED BY PROPONENT:

Signature : _____

Name: _____

Company: _____

Company Designation: _____

Date: _____