

TERMS OF REFERENCE

I. PROJECT TITLE : **PROCUREMENT OF A COMMUNICATIONS AND MARKETING AGENCY TO PROVIDE SUPPORT FOR THE PHILIPPINE PARTICIPATION AT THE INTERNATIONAL TOURISMUS BORSE (ITB) 2023**

II. DURATION : **February 1, 2023 – March 31, 2023**

III. BACKGROUND:

The Philippine Department of Tourism (DOT) is participating at the International Tourismus Borse 2023 on March 7-9, 2023. Therefore, the DOT is looking for a Communications and Marketing Agency who can assist in the management and development of a Public Relations program and joint promotional campaign to ensure maximum and relevant exposure and positive publicity of the Philippines as a premier tourism destination.

This endeavor is being undertaken in an effort to maximize the Philippines' participation at the ITB, boost media and trade's awareness and interest for travel to the Philippines, and generate positive publicity for the country.

The DOT also wants to implement activities catering to the German travel trade and media, as well as other to the Austrian and Polish market, to further encourage the growth in tourism arrivals received from Germany, Austria, and Poland. Overall, the agency shall generate an integrated and comprehensive program for the Philippines' participation at the ITB, including arranging meetings with relevant stakeholders, securing attendees for a Philippine cocktail reception at the stand, and other various Public Relations initiatives needed to generate positive publicity for the Philippines

IV. QUALIFICATIONS:

1. Full service Destination Marketing and Public Relations agency operating in the Germany, with relevant contacts in the media and travel industry in Germany, Austria and Poland, and able to facilitate the requirements and deliverables as stipulated above
2. Dedicated Account Manager and Account Director to oversee the project and coordinate with the DOT. (Include the credentials in the bid submission)
3. Presentation of similar projects previously undertaken. If not available, please present case studies of projects undertaken in Germany and Austria.

V. SCOPE OF WORK AND DELIVERABLES

1. Publicity Generation

- a. Develop an integrated PR plan/program, indicating the target levels of reach/impact, and other forms of measurement that will reflect how an increase in awareness on the Philippines as a premier tourism destination will be achieved;
- b. Generate official press releases highlighting the Philippines' top travel destinations, and securing approval for the same before disseminating to an extensive media contacts list with high reach for consumers;
- c. Identify media publications and outfits with wide reach and high relevance covering traditional, digital and social media platforms and where we can have cross marketing promotion (Pre-show and during the show);
- d. Develop content and pitch stories, including translations, appropriate for each identified media publication and outfit, consistently projecting a positive perception of the Philippines and communicating the fun in the Philippines, and ultimately promoting the country as a young, dynamic, and premiere tourism destination;
- e. Arrange publicity coverage in relevant media platforms, further to discussions and agreements;
- f. Creation and maintenance of Philippine mailing list;
- g. Organization and follow-up of a group or individual press trips;

- h. Reputation management and crisis communication; and
- i. Media monitoring / news clippings, reflecting media mileage gained and copies of published articles / media exposure on the Philippines

2. Travel and Trade Partnerships

- a. Identifying travel trade partners with a wide consumer reach
- b. Develop a strong partnership with industry partners and have a proactive cooperation;
- c. Creation and maintenance of Philippine mailing list;
- d. Suggest creative ways to maximize the Philippines' partnerships with the travel trade industry, and facilitate a push for sales;
- e. Arrange meetings with relevant travel trade key players;
- f. Ensure the attendance of CEOs and top key players from the German tourism industry for the roundtable discussion with the Tourism Secretary at the ITB on March 8, 2023; and
- g. Market intelligence

3. Assistance for the Internationale Tourismus Börse 2023 (March 7-9, 2023)

- a. Arrange scheduled appointments with top media, including editors, journalists, bloggers, and other relevant influencers
- b. Arrange scheduled appointments with travel trade especially those who are:
 - i. Selling Asia but not the Philippines
 - ii. TOs without Philippine DMC partners
- c. Publicity coverage before, during and after ITB 2020
- d. Negotiate a special feature on a leading travel trade magazine
- e. Suggest and evaluate additional options on how to further highlight the Philippines during ITB 2023
- f. Invite media and travel to the Philippine cocktail reception at the stand on March 8, 2023

4. Generation of a comprehensive report including but not limited to current market updates and trends.

- Submission of output and reach per media outfit
- Submission of the documentation of the event
- Submission of report for the meetings during ITB 2023

5. Others

- Social media integration (Facebook and Instagram)
- Identify potential partnerships and campaign opportunities, subject to approval, including budget and media values to be gained.

VI. BUDGET ALLOCATION

Total Budget allocation for February 1, 2023 to March 31, 2023 is **30,000 EUR.**

Payment Procedure:

- Charges for retainer's fees and the activities around ITB 2023 shall be billed to the DOT - Frankfurt Office.
- Any additional or supplemental activities that will entail additional cost shall require prior authorization and approval from DOT Frankfurt office, subject to the execution of a written addendum agreement.

VIII. TIMEFRAME

The contract duration is from February 1, 2023 to March 31, 2023


January 20, 2023:	Submission of bid proposals, inclusive of comprehensive program and publicity requirements according to these Terms of Reference, and mandatory legal documents
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January 23, 2022:	Selection of the DOT Frankfurt office of the winning Agency assigned to handle ITB 2023
February 1 to March 6, 2023	Preparation for ITB Berlin for the advertising and press activities, setting up of meetings and connecting with stakeholders
March 7-9, 2023:	Philippine's participation at the ITB 2023
March 10 – 31, 2023:	Preparation of report. Reports must be submitted within 20 days from the completion of ITB 2023.
March 31, 2023:	End

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 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 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. CONTACT PERSONS



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SIGNED BY PROPONENT:

Signature : _____
Name: _____
Company: _____
Company Designation: _____
Date: _____