

TERMS OF REFERENCE

I. PROJECT TITLE AND DESCRIPTION

PROCUREMENT OF THE SERVICES OF DESTINATION MARKETING AGENCY IN THE NETHERLANDS TO SERVE AS A MARKET SPECIALIST FOR THE IMPLEMENTATION OF EDUCATIONAL PROGRAMS FOR TRAVEL AGENTS AND SALES FRONT LINERS

Overall management and development of educational programs for travel agents, online distributors, and other sales front liners, including a publicity campaign.

II. BACKGROUND

The Philippine Department of Tourism (DOT) will be implementing an educational program in the Netherlands for sales front liners, in order to increase their knowledge and appreciation for the Philippines as a premier tourism destination. This program is also intended to update and educate the Dutch market about the Philippines' continued thrust for sustainability, new destinations and product offerings, and COVID-19 safety protocols that have been put in place. Further, a corresponding publicity campaign is aimed to continually promote the Philippines and keep the destination as top-of-mind in the Dutch market, amidst the challenges and changes brought about by COVID19 pandemic.

III. OBJECTIVES

- To efficiently train travel agents, online travel distributors, and other key sales front liners about the Philippines' destinations and product offerings;
- To increase the Philippines Specialists in the Dutch market;
- To maintain presence with travel trade, and foster good working relationship; To create a multi-media PR program that allows for the Philippine presence in various relevant media platforms and continually provide the market with reasons to keep dreaming about the Philippines

IV. SCOPE OF WORK / DELIVERABLES

- 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;
- Assign a knowledgeable staff that can conduct the training programs in the Dutch language;
- Prepare the country presentation/s;
- Promote the educational program to encourage registrations;
- Implement a publicity campaign to ensure the Philippines remains top-of-mind in the market. This includes partnerships with various media platforms (print, online, social media), maintenance of social media accounts, and suggesting creative ways to maximize the Philippines' partnerships to increase media coverage
- Identify additional potential partnerships and campaign opportunities, subject to approval, including budget and media values to be gained
- Produce giveaway/s as incentives, if applicable

Generation and submission of regular reports:

- Monthly report on status and accomplishments of the project
- Comprehensive post-event / project report detailing total accomplishments and returns on investments made
- Weekly report on COVID-19 situation, market updates, and trends in the Netherlands
- Monthly news clippings about the Philippines
- Other reports as required

V. MINIMUM QUALIFICATIONS FOR SUPPLIERS

- a. Full service Destination Marketing and Public Relations agency operating in the Netherlands, with relevant contacts in the travel industry and media 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 an educational program and publicity campaign
- c. Presentation of similar projects previously undertaken. If not available, please present case studies of projects undertaken in the Netherlands.
- 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 16, 2021: Submission of bid proposals, inclusive of comprehensive program and publicity requirements according to these Terms of Reference, and mandatory legal documents

August 18, 2021: Selection of the DOT Frankfurt office of the winning Agency assigned to handle all events for the Philippines

August 23, 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 educational program and publicity campaign

The final report must be submitted within 15 days from the completion of the educational program. The project must be completed by December 31, 2021.

VIII. BUDGET

- The 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, 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 the proposed activities and PR plan
- 40% payment upon completion of all deliverables
- 30% 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: _____