

TERMS OF REFERENCE

I. PROJECT TITLE AND DESCRIPTION

PROCUREMENT OF THE SERVICES OF DESTINATION MARKETING AGENCY IN SWITZERLAND 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) Implementation of Educational programs for travel agents, online distributors, and other sales front liners in cooperation with selected Tour Operators; and
- (2) Public Relations and digital campaign in Switzerland

II. BACKGROUND

The Philippine Department of Tourism (DOT) will be implementing various activities in Switzerland catering to travel trade and consumers, to continually promote the Philippines and keep the destination as top-of-mind in the Swiss market, amidst the challenges and changes brought about by COVID19 pandemic. These activities also provide an opportunity to update and educate the Swiss 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. Educational Programs for travel agents, online distributors, and other sales front liners to increase Philippine specialists in Switzerland

- 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 program / 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 Swiss language;

- Prepare the country presentation/s as necessary; and
- Arrange all related matters

b. Public Relations and digital campaign

- 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 Switzerland;
- Partner with relevant, local media platforms online or in print for editorial features on the Philippines;
- Suggest creative ways to maximize the Philippines' partnerships with the media partners especially online and in social media, as a way of increasing consumer interest for the brand;
- Creation and maintenance of Philippine mailing list;
- Identify additional potential partnerships and campaign opportunities, subject to approval, including budget and media values to be gained

c. Generation and submission of regular reports:

- a. Monthly report on status and accomplishments of each project
- b. Comprehensive post-event / project report detailing total accomplishments per project and returns on investments made
- c. Weekly report on COVID-19 situation, travel regulations, market updates, and trends in Switzerland
- d. Other reports as required

V. MINIMUM QUALIFICATIONS FOR SUPPLIERS

- a. Full-service Destination Marketing and Public Relations agency operating in the Switzerland, 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 four (4) projects / events
- c. Presentation of similar projects previously undertaken. If not available, please present case studies of projects undertaken in Switzerland.
- 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

October 25, 2021: Submission of bid proposals, inclusive of comprehensive program and publicity requirements according to these Terms of Reference, and mandatory legal documents

October 26, 2021: Selection of the DOT Frankfurt office of the winning Agency assigned to handle all events for the Philippines

October 27, 2021: Start of publicity generation, maintenance of social media accounts, educational program

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.

PR and digital campaign may be extended up to April 2022, subject to approval and additional funds

VIII. BUDGET

- The total budget allocation for the project is CHF15,000.00 ***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: _____