

## **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 VARIOUS PROJECTS FOR THE PHILIPPINES

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

1. Hybrid B2B Workshop for Travel Trade; and
2. PR and Social Media Management in the Netherlands

### **II. BACKGROUND**

The Philippine Department of Tourism (DOT) will be implementing various activities in the Netherlands catering to travel trade and consumers, 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. This activity will provide an opportunity 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.

### **III. OBJECTIVES**

- To maintain presence with travel trade, and foster good working relationship;
- To provide an opportunity for the Dutch travel trade to meet with Philippine travel trade stakeholders and conduct one-on-one meetings;
- To maintain presence in key media platforms, and provide consumers with reasons to keep dreaming about a trip to the Philippines, and plan their visit as soon as border restrictions are lifted; and
- To create a multi-media PR program that allows for the Philippine presence in various relevant media platforms

### **IV. SCOPE OF WORK / DELIVERABLES**

#### **a. Virtual/Hybrid B2B Workshop for Travel Trade**

- Conceptualization on how to implement a hybrid B2B event between Dutch travel trade and Philippine travel trade;
- Develop program and system to use for the B2B workshop;
- Identify the venue for the event, program flow, and other details;
- Invite top tour operators and independent travel agents to attend the B2B workshop;
- Prepare the country presentation/s as necessary; and
- Arrange all related matters

#### **b. PR and Social Media Management**

- 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 the Netherlands;

- 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

**c. 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, travel regulations, market updates, and trends in the Netherlands
- 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 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 project and coordinate with the DOT with respect to the execution and implementation of the project / event
- 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**

- October 26, 2021:** Submission of bid proposals, inclusive of comprehensive program and publicity requirements according to these Terms of Reference, and mandatory legal documents
- October 27, 2021:** Selection of the DOT Frankfurt office of the winning Agency assigned to handle all events for the Philippines
- October 28, 2021:** Start of publicity generation, maintenance of social media accounts, preparations for Hybrid B2B event

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 social media campaign may be extended up to April 2022, subject to approval and additional funds.

## **VIII. BUDGET**

- The total budget allocation for the project is EUR12,500.00 ***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](mailto:anabelle@morefunphilippines.de)

### **SIGNED BY PROPONENT:**

Signature : \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Company Designation: \_\_\_\_\_

Date: \_\_\_\_\_