



TERMS OF REFERENCE

Project Title	:	Familiarisation Trip to the Philippines for Nordics Tour Operators and Media 2019
Job Specification	:	PR Company
Famtrip Date	:	December 9 to 16, 2019

A. BACKGROUND:

The Nordics continue to be a potential market for the Philippines. For 2019, the Philippine Department of Tourism (PDOT) hopes to re-engage the market through various projects dedicated to the travel trade and consumers. One activity lined up for the year is the Familiarisation Trip to the Philippines.

B. PURPOSE / OBJECTIVES

The Department of Tourism needs the services of an PR company based in the Nordics specializing in handling tourism-related programs for the Nordic market to ensure the smooth implementation of the Familiarisation Trip to the Philippines.

C. CAPABILITY REQUIREMENTS

- Must be a full-service PR agency operating in the Nordics with relevant contacts in the region's tourism industry
- Must have extensive work experience (minimum five years) in the travel and tourism industry, particularly in tourism and destination management and marketing
- Must have experience working with a diverse set of travel and tourism clients (including national tourism organizations/boards)
- Must have experience handling familiarization trips for tour operators and media
- Must be willing to provide services on a send-bill arrangement

D. SCOPE OF WORK / DELIVERABLES

1. Identification, screening, invitation and confirmation of tour operators and media participants (10 tour operators and 10 media)
2. Coordination with identified participants regarding arrangements before, during and after the familiarization trip;
3. Coordination with media participants regarding exposures to be generated for the Philippines as well as monitor, consolidate and provide comprehensive report on actual articles / media exposure results including, among others, copies of the articles, reach and media value.
4. Coordination with airlines for sponsorship of airline tickets for participants
5. Preparation and submission of Profile of Participants;
6. Assignment of dedicated account manager to oversee the implementation of the project and coordinate with the PDOT for the implementation of deliverables;
7. Recommend follow-thru projects and partnerships as a result of the project; and

8. Preparation of comprehensive post-project reports - document results and media mileage, details of contacts, and photos and videos – and follow up leads

H. TIME FRAME OF ACTIVITIES

Until December 9	–	Pre-Famtrip Preparations
December 9 to 16	–	Familiarisation Trip
December 16 to 21	–	Preparation and submission of Post-Project Report (together with the photo and videos) and Recommended Projects
December 22 onwards	–	Follow-thru with participants and submission of additional report on media exposures

I. BUDGET

PDOT has allocated EUR 4,000.00 (inclusive of VAT) for the project.

The winning quotation shall be determined by the PDOT based on the most acceptable proposal and most advantageous financial package cost, provided that the bid amount does not exceed the above total budget.

J. PAYMENT PROCEDURE

One hundred percent (100%) payment upon satisfactory delivery of services specified in Section D of this Terms of Reference and submission of required supporting documents for payment.

K. PROJECT OFFICER / CONTACT PERSON

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Tourism Attaché
Philippine Department of Tourism-London

Signature
Printed Name
Title
Company Name