



## TERMS OF REFERENCE

<b>Project Title</b>	<b>:</b>	<b>Market/Projects Handling /Events Management Company for Philippine Tourism in SCANDINAVIA</b>
<b>Job Specification</b>	<b>:</b>	<b>Destination Marketing and PR Agency</b>
<b>Duration</b>	<b>:</b>	<b>October 2022 to March 2023</b>

### I. BACKGROUND:

The Philippine Department of Tourism (DOT) will be implementing various marketing and promotional projects and activities in Scandinavia from October 2022 to March 2023 to continually promote the Philippines and keep the destination as top-of-mind destination for Scandinavian tourists amidst the challenges and changes brought about by COVID-19 pandemic. These activities also provide an opportunity to update and educate the market about the Philippines' continued thrust for sustainability, new destinations and product offerings, and COVID-19 safety protocols that have been put in place.

### II. PURPOSE / OBJECTIVES

The Department of Tourism (PDOT) needs the services of a Destination Marketing and PR company based in Scandinavia specializing in handling tourism-related programs to ensure the smooth implementation of the above event and other tourism marketing and promotions-related activities for the Scandinavian market during the above period.

Objectives :

- To facilitate the Philippine participation in major travel trade and consumer shows and exhibitions in Scandinavia i.e. Travel News Market in November, TravelMatch/TravelXpo in January 2023 and other major trade and consumer shows in Scandinavia;
- To maintain presence in key media platforms, provide consumers with reasons to include the Philippines in their travel bucket list;
- To maintain presence with travel trade, and foster good working relationship
- To create and implement a multi-media programs/ activities that allow for the Philippine presence in various relevant media platform
- To organize events/venues for PDOT and Philippine private sector partners to conduct business to business meetings to establish and renew linkages with their industry counterparts and other key travel and tourism markets of the world that would catalyze new tourism business and tourist arrivals for the Philippines
- To generate marketing and promotions leads that the Department can support to further meet its goals in the marketplace; and

- To create awareness and position the Philippines as the newest and "freshest" travel destination option for the Scandinavian travelers.

### **III. CAPABILITY REQUIREMENTS**

- Must be a full-service Destination Marketing and PR agency operating and holding an office in Scandinavia 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 tourism marketing and promotions projects/activities
- Must have a qualified Marketing Director and must be able to assign a qualified dedicated staff who can communicate in English and in the language/s of the country markets. Both should have relevant education/degree, must be of good character/reputation, a citizen or legal immigrant of the region for a minimum of 3 years, must have knowledge of the Philippines (having visited the Philippines is an advantage) and must be respectable practitioners in the industry and have a good track record with other NTOs, travel trade, media and other tourism partners.
- Must not be a travel agency or similar line of business
- Must be willing to provide services on a send-bill arrangement

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

#### **1. Project planning and implementation of tourism marketing and promotions projects in Italy, including, but not limited to the following projects/activities:**

- a. Participation in Travel News Market, Travel Match/TravelXpo and other major institutional trade and consumer shows in Scandinavia;
- b. Participation in/organization of travel fairs and B2B/B2C events
- c. Familiarization Trip for Tour Operators / Media
- d. Consumer Campaign / Events
- e. Joint Promotions with Travel Trade Partners
- f. Market Research for the Development of Products and Programs
- g. Online Travel Training, Presentations, Webinars
- h. Digital Marketing Activities (website, social media platforms and content/influencer marketing activities)
- i. Monthly e-newsletter for travel trade and consumers
- j. Press Releases
- k. Other projects/activities as may be approved by PDOT

The Market/Projects/Events Management Company is expected to handle all phases of the project implementation to include, but not limited to the following:

- Project planning and preparation of campaign/activity schedules
- Coordination with suppliers, and other project partners before, during, and after the events/projects for all logistical and material requirements
- Booking of venues, transportation service, accommodation facilities, and other needs of the PDOT
- Preparation of Country Presentation material and delivery, as necessary
- Provision of airport and shipment facilitation as needed
- Invitation of attendees to famtrips, shows, events, keep record of their contacts and follow thru potential leads after the activities
- Accompany famtrip groups and ensure coordination of all requirements, trip documentation and collection of original copies of air tickets and boarding passes and copies of passports with arrival/departure stamps at the Philippines
- Preparation of Directory of Sellers and Directory/Profile of Buyers, as needed
- Conduct of Tourism Market Briefing for PDOT and travel trade partners
- Scheduling and handling of meetings between DOT and top travel trade and media partners in Scandinavia
- Management of PR requirements, activities, and interviews
- Management and documentation of meetings with travel trade and media during meetings, events, as appropriate
- Ensure presence of dedicated account manager to oversee activities and coordinate with the PDOT for the implementation of deliverables
- Professional photo and video documentation of the projects/events, as needed
- Recommend follow-thru projects and partnerships
- Preparation of comprehensive post-event/project reports - document results, engagement, media mileage, details of contacts, and event photos and videos – and follow up leads
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- Coordination with concerned Philippine Embassies/Consulates as may be necessary
- Other tasks as the project/activities may require
- Submission of the following documents for project expenses in coordination with PDOT:
  - *Abstract of Quotations from at least three (3) eligible companies*
  - *Contract/Order Confirmation signed by the service provider*
  - *Invoice*
  - *Official Receipts / Paid Invoice / Original Expense Receipts, Boarding Passes, Tickets, etc.*
  - *Samples of materials produced (2 pieces each)*
  - *Passenger List and Trip Ticket for hired transportation service*
  - *Distribution List for promotional materials*
  - *Photo Documentation of distribution of materials and meal hosting*
  - *Guest List for co-exhibitor/staff meals*
  - *Certificate of Delivery and Acceptance for goods/services delivered*
  - *Project Terminal Report to be accepted/acknowledge by PDOT*

- *Other documents as may be required*

## **2. Public Relations and management of website and social media platforms**

- 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 Scandinavia;
- Suggest creative ways to maximise 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

## **3. 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
- PDOT-required Weekly Market Bulletin
- Weekly report on COVID-19 situation, market updates, and trends in
- PDOT-required matrix on International Tourism Updates (weekly)
- Weekly/Monthly news clippings about the Philippines as well as summary list showing media reach and media values
- Other reports as may be required

## **4. Others**

Advance payment of the suppliers in their respective areas of jurisdiction related to the implementation of the project/s especially those that need urgent payment such as, but not limited to booking/ reservation fees, service-related fees, goods and other expense crucial to the successful implementation of the projects. All payments that were advanced shall be subject to reimbursement by the PDOT pending submission of all required supporting documents. Total payments that can be advanced by the Marketing Representative company shall not exceed the total amount of One Million Pesos (Php1,000,000) or its foreign currency equivalent.

## **V. BUDGET ALLOCATION, PAYMENT PROCEDURE AND TIMEFRAME**

- A. Budget Estimate: Euro24,000 for the above period (date covered)  
Said amount is inclusive of all applicable taxes and fees and will cover handling fees. Implementation costs of the projects will be provided separately.
- B. Payment Procedure: Charges shall be paid upon submission of Terminal Report with complete supporting documents

Project funds release/payment for projects will be based on the terms agreed according to normal business practice in Italy accompanied supporting documents

C. Contract Timeframe: October 2022 to March 2023 as specified in the Notice to Proceed.

The winning quotation shall be determined by PDOT based on the compliance with and responsiveness to the Terms of Reference and most advantageous financial package cost, provided that the bid amount does not exceed the approved budget for the contract (ABC).

## VI. CRITERIA FOR EVALUATION

PDOT shall determine the Highest Rated and Responsive Proposal based on the following criteria:

- Compliance with TOR Deliverables / Completeness of the proposal: 25 points
- Level of expertise and experience in the field: 50 points
- KPIs: 25 points
- Experience in handling the Philippines: additional 1 point per project, maximum of 3 points

Financial proposal will also be part of the evaluation process.

## VII. DOCUMENTARY REQUIREMENTS

1. Proposal (please indicate all the deliverables as stated in the Terms of Reference)
2. Company Brief with Required Qualifications
3. Business Registration
4. Latest Tax Clearance
5. Signed Terms of Reference

All documents should be in English or have English translations/equivalent.

Prepared by:

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Philippine Department of Tourism-London

**CONFORME:**

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**Signature**  
**Printed Name**  
**Title**  
**Company Name**