



**I. PROJECT**

Post-FITUR Roadshow to Milan, Italy and Pre-EUDI 2019 Preparations – Project Handling

**II. BACKGROUND**

In efforts to maximize the potentials of the Italian tourist market, the Philippine Department of Tourism (PDOT) is mounting projects directed to both travel trade and consumers. We are having a post-FITUR roadshow to Milan, Italy on January 30 to 31, 2019 and we are expected to have a big presence once again at EUDI 2019 from March 1 to 3, 2019.

In this regard, PDOT thru its London office, is in need of a qualified PR company that will handle the implementation of these projects.

**III. EVENT DATE AND LOCATION**

Post-FITUR Roadshow: Milan, Italy, January 30 to 31, 2019

Pre-EUDI 2019: Bologna, Italy, March 1 to 3, 2019

**IV. PURPOSE/OBJECTIVES:**

- To ensure maximum exposure for the key campaign messages for the “It’s More Fun in the Philippines” before, during and after the event
- To highlight new products and services including accommodation and local operator suppliers to the travel industry
- To foster new business arrangements and partnerships at the highest level of tourism echelons and bring new investments to the country
- To highlight new tourism updates and developments and strategic directions
- To maximise the opportunity to showcase the Philippines directly to Italian consumers

**V. SCOPE/DELIVERABLES**

- Coordination with PDOT, suppliers and project partners before, during and after the events for all logistical and materials requirements
- Manage PR requirements, activities and interviews
- Manage and document meetings with travel trade and media during the events, as appropriate
- Prepare and submit comprehensive post-event reports, follow-up on contacts, document results and realised media mileage, collate contacts and photos/videos.

**VI. MINIMUM QUALIFICATIONS/REQUIREMENTS FOR SUPPLIERS**

Full service PR agency operating in the Milan, Italy, with key industry contacts and able to facilitate requirements and deliverables

**VII. TIMEFRAME OF ACTIVITIES**

Until January 29 : Pre-event preparation for the roadshow

January 30: Event day

January 31 to February 28: Post-event work, preparation of reports, follow-ups, preparation of recommended activities for the rest of 2019

**VIII. PROJECT OFFICER/CONTACT PERSON**

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**IX. BUDGET AND PAYMENT PROCEDURE**

PDOT is allocating Euro 4,000 (inclusive of VAT) for the project. Proposals will be evaluated based on the best offer and compliance with the requirements stated herein.

Government Procedure

Required supporting documents for payment

CONFORME:

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Name, Designation and Signature