



## **TERMS OF REFERENCE**

### **I. PROJECT**

World Travel Market – PR Handling and Head Meeting Arrangements for the Philippines

### **II. BACKGROUND**

The Philippines Department of Tourism (PDOT) London has been participating at the World Travel Market, one of the largest business-to-business annual events for the travel industry for over the past two decades. It is one of the industry's vital platforms where exhibiting companies seek to gain a competitive advantage through establishing business partnerships, promoting key campaign messages and staying up-to-date with the latest travel developments.

### **III. PARTICIPANTS**

The Philippine delegation this year will be composed of key officials from PDOT and the Tourism Promotions Board (TPB) and Philippine travel companies composed of tour operators, hotels and resorts specialising in the European market.

### **IV. EVENT DATE AND LOCATION**

World Travel Market – 4 to 6 November 2019

Excel, London

### **V. 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

### **VI. SCOPE/DELIVERABLES**

#### **Press Releases and Media Awareness**

- Organise a media briefing event at the WTM
- Manage media handling for the Philippines' participation at all stages of the event

- Be in charge of press release composition according to key Philippines' participation and messages for WTM 2019
- Dissemination of official and approved press releases before, during and after the event participation
- Creation of press packs for distribution during WTM
- Generate maximum awareness for the Philippines' participation at WTM during key stages of the event on print and online platforms through key consumer and travel trade press
- Organisation and management of the Philippine Night to be held within WTM days

#### **Meeting Management**

- Manage meeting schedules for key officials during WTM
  - Arranging media interviews for both consumer and travel trade audience
  - Arranging meetings with organisations looking to run large-scale events in the Philippines
  - Arranging meetings with corporations interested in investing in tourism growth in and development of new market segments in the Philippines
  - Invitation of travel trade appointments to meet with participating LGUs and private sector Philippine participants

#### **Generate a Comprehensive Post-Event Report**

- To include key meetings arranged including database collection and submission of personnel details
- To follow-up with contacts for resolutions to meetings held during the event
- To include realised media mileage coverage and copy publication for submitted press releases including collection and submission of media contacts utilised

### **VII. MINIMUM QUALIFICATIONS/REQUIREMENTS FOR SUPPLIERS**

Full service PR agency operating in the United Kingdom, preferably in London, with key industry contacts, relevant experience and accounts and able to facilitate PR requirements and deliverables

### **VIII. TIME FRAME AND SCHEDULE OF WORK**

- |                        |  |
|------------------------|--|
| October 9:             | Submission of bid proposals inclusive of deliverable requirements according to the program   |
| October 10             | Evaluation of proposals and selection of winning bidder  |
| October 11:<br>onwards | Preparation of a comprehensive plan of action based on the TOR<br>Briefing / Meeting with PDOT London<br>Regular coordination with DOT and TPB<br>Preparation and release of PRs<br>Preparation for the media briefing<br>Setting up of meetings |
| November 4 to 6:       | WTM days   |
| November 7:<br>onwards | Preparation of reports / post-event brief  |

### **IX. BUDGET**

Total Budget allocation for the project is: **GBP7,000** inclusive of taxes.

*The winning bid however shall be determined by the Tourism Promotions Board based on the proposal with most acceptable design and advantageous financial package cost, provided that the amount of bid does not exceed the above total budget.*

#### **X. DOCUMENTARY REQUIREMENTS**

1. Signed Terms of Reference (all pages should be signed)
2. Company Registration Documents and appropriate licenses
3. Latest Tax Clearance / VAT Registration
4. Company portfolio containing previous projects that are relevant to this project
5. Other documents deemed needed

#### **XI. PAYMENT PROCEDURE**

100% upon satisfactory delivery of services specified in Section V of this Terms of Reference.

#### **XII. PROJECT OFFICERS/CONTACT PERSONS**

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