



04 December 2019

INVITATION FOR PROPOSALS

The Philippine Department of Tourism Korea is in need of the service of a well- experienced PR agency based in Korea with a dedicated team to execute the public relations campaign of the Philippine Department of Tourism Korea to support its promotions and communication strategies in 2020.

Interested companies may submit PR plans and quotations plus complete documentary requirements following the attached **Terms of Reference** on or before **December 18, 2019 at 5:00 PM to:**

Philippine Department of Tourism-Korea
Suite 801, President Hotel, Euljiro1-ga
Jung-gu, Seoul 04533 Korea
Tel no: (02) 598-2290 Fax: (02) 3180520
Email: pdot@philippinetourism.co.kr and lily@philippinetourism.co.kr



LILIOSA B. LIBOSADA
Senior Tourism Operations Officer
Philippine Department of Tourism

TERMS OF REFERENCE

PROJECT: HIRING OF PR AGENCY FOR THE PHILIPPINE DEPARTMENT OF TOURISM KOREA FOR JANUARY-DECEMBER 2020

To complement its promotion and communication strategies on its tourism campaign – “It’s More Fun in the Philippines” in South Korea, DOT needs to undertake a public relations campaign to ensure widest information dissemination to all its target market about Philippine tourism;

Part of the public relations campaign is to expand the market by diversifying target segmentation to include potential market for new users (new geographic segments, new demographic segments, etc.) highlighting new attractions of existing destinations and reinforcing media relations in Korea,

In this context, DOT Korea proposes to procure services of a PR agency in Korea with the overall objective to ensure free flow of information to the media in order to create an environment supportive of the projects undertaken by PDOT Korea. The PR agency shall also extend strategic support to DOT Korea in its efforts to create a positive reception – in print, broadcast and digital media for the Philippines thru various promotional and related activities.

The PR agency is expected to assign a dedicated PR team for the purpose comprising specialists in the fields of media relations and dissemination of information issued by PDOT.

ELIGIBILITY CRITERIA

The PR agency must have the following qualifications:

- Korea-based preferably in Seoul. Having a branch in Busan and other key cities in Korea is an advantage.
- With at least five (5) years of experience in preparing and executing communication strategies on various public relations projects including tourism. A PR agency with previous experience in handling PR services for national tourism board/organization or tourism agency/ministry is an advantage.
- Experience in Destination Marketing is an advantage
- Must not be currently handling PR work for other NTOs in Southeast Asia
- The professional team that would be assigned to serve DOT Korea shall have experience of tackling critical issues and or crisis situations related to the print and electronic media.

SUBMISSION OF REQUIREMENTS:

The PR agency is required to submit the **Proposed PR Campaign Plan for 2020** (PDOT-Korea's 2020 workplan and programs to be provided to interested companies upon request) and a **detailed company profile that should include the following:**

- a. description of the company
- b. past clients and referrals
- c. past engagements and achievements
- d. organizational structure
- e. qualifications and past experience of employees to be assigned to the team to handle Philippines
- f. proof of business operation issued by the Korean Government (business permit, business registration certificate (corporation/single proprietorship)
- g. tax registration certificate)

Deadline for submission of PR Proposal and complete documentary requirements is on December 18, 2019 at 5:00 PM.

PRESENTATION OF PROPOSALS

A one-on-one presentation before PDOT-Korea officers will be scheduled (if necessary) once the bid is deemed eligible.

SCOPE OF WORK/DELIVERABLES

The PR Agency to be hired has the following deliverables:

The tasks listed below provide an extensive range of activities to be assigned to the Public Relations Agency hired for this purpose. DOT Korea would welcome recommendations that go beyond the activities listed below.

- Strategic PR planning and consultation
- Public relations project development and execution
- Publicity activities including regular press releases (minimum of 50) and 3-4 feature articles per month
- Media relations and equity handling
- Proactive media pitch including research and conceptualization of new publicity opportunities
- Organization of media familiarization programs (at least two groups) for one year
- Daily media monitoring and daily e-news clippings

- Proactive monitoring and management of crisis/issues situations including damage control
- Translation of media coverage or articles as required by DOT-Korea
- Public relations activity through monthly and executive reports
- Media monitoring of DOT Korea Office initiated media invitational programs
- Submission of media database per quarter
- Submission of activity/monthly report
- Other related public relations support and services as may be required by DOT

Included in the AGENCY's undertaking to render the services enumerated above are the following specific obligations, to wit:

- Make immediate action on emerging situations including periodic review of existing communication strategies and initiatives; counter acting negative publicity, if any; perceived sources of other information that will enhance the effectiveness of the communication strategy.
- Provide other information such as current market trends, competition and other activities as may be considered necessary;
- Prepare or supervise the preparation of all press materials for events/projects in accordance with applicable specifications and time requirements of DOT Korea;
- Preparation of minutes of media consultations, relevant presentations and other important meetings
- Analysis of issues and concerns related to the media coverage received
- Analysis of most common queries received from the media and how they were addressed
- Key media visits every month
- Endeavor to make all purchases of related-services and materials at the most advantageous terms and conditions to DOT Korea.

AGENCY COMPENSATION/BUDGET

US\$7,000 as professional retainer's fee per month inclusive of all applicable taxes plus provision of maximum \$1,000 allowance per month to cover out-of-pocket expenses to be given to the PR agency on reimbursement basis after presentation to PDOT-Korea of Summary of Expenses with attached receipts and supporting documents.

PERIOD COVERED: January to December 2020

EVALUATION CRITERIA:

Proposals will be evaluated based on the following criteria:

Criteria	Score (Scale of 1-10)	Average Score	Equivalent Point Score
1. Proposal Quality (60%)			
PR Strategy			
Completeness based on TOR			
2. Company Standing (40%)			
Number of years in PR work			
Quality of Past Clients			
Scope of Past engagements			
Manpower complement			
TOTAL SCORE			

For more details, kindly contact:

MARIA APO
Tourism Director
Philippine Department of Tourism
Suite 801 President Hotel
Euljiro-il ga, Jung-gu, Seoul, Korea
Tel. No. 82-2-5982290
mariaapo@philippinetourism.co.k