

CINETOURISMO:
TPB FILM TOURISM RECOGNITION 2018
Terms of Reference in hiring a PR and Media Agency

1. BACKGROUND OF THE PROJECT

As described by Hudson and Ritchie (2006, p.387) "film tourism is a growing phenomenon worldwide, fueled by both the growth of the entertainment industry and the increase in international travel", resulting therefore in destinations globally seeking whenever and wherever possible to associate themselves, with a successful motion picture film that will entice any potential film tourist to visit their destination, (Carl et al. 2007, p.51).

This event will give special recognition to local and foreign films that helped promote the Philippines islands, highlighting the beauty of its islands, the good nature of its people and the richness of its history and culture.

The actual event is scheduled on 15 March 2018.

2. ELIGIBILITY Requirements:

- a. Minimum of 5 years in operation.
- b. Being run by credible and competent management officers with vast experience in Public Relations, Media, Marketing (tri-media and digital media) and Corporate Communications. Please submit resumes/profiles of key officers and management executives to be assigned to the project, highlighting career backgrounds of at least twenty (20) years in the following:
 - Public Relations (local & foreign projects)
 - Journalism (print & broadcast, local & foreign)
 - Advertising/Marketing/Corporate Communications
- c. Submit list of pertinent past and ongoing projects (for the last 5 years) handled for the government and the private sector and three (3) PR plans for samples
- d. Must have handled tourism-related PR projects, preferably special tourism events and info campaigns.

- e. Can provide full-service PR, Media & Marketing Communication solutions and consultancy. Please present company profile with a list of services offered.

3. TECHNICAL Requirements

- a. For PRE-EVENT, the media agency shall:

- set criteria for recognition of films helped promote the Philippines islands, highlighting the beauty of the islands, the good nature of its people and the richness of its history and culture from 2016 to 2017 and review and evaluate the films;
- submit final list of foreign and local films to be awarded during the event, and;
- coordinate with producer and director of the films and send out invitations.

- b. For EVENT PROPER, the media agency shall:

- Provide shuttle service for media attendees;
- provide press kits for all media attendees;
- hire services of photographer and videographer for TPB's internal documentation;
- creation of audio visual presentations and other necessary video requirements;
- rent equipment for production and technical, as needed;
- provision of performers (singers or cultural group), to entertain guests during luncheon,
- provision of AVPs and other video requirements, as needed;
- provide hosts or masters of ceremony, including voice over audios (if needed), and;
- provide additional manpower to assist in the registration of media and press conference proper.

- c. For POST EVENT, the media agency shall:

- Provide all leads and media contacts to TPB, and;
- submit terminal report.

4. PR AND PUBLICITY Requirements

Minimum requirements:

- *Six (6) press releases and three (3) photo releases*

- *Social media content for the period of March 1 to 15, to include post-event social media posting*
- *All seeded releases should be published in 3 major Philippine dailies (Philippine Daily Inquirer, Philippine Star and Manila Bulletin) and leading online news pages/magazines*
- *Front page article in at least one major publication (broadsheet) during the week of the event ((Philippine Daily Inquirer, Philippine Star and Manila Bulletin)*
- *Preparation of messages, speeches and briefers*
- *Monitoring of published press releases (with actual copy of the release) and social media reach and provide corresponding media values and return of investment*

a. For PRE-EVENT, the media agency shall:

- invite media from entertainment, lifestyle and travel beats, covering trimedia and social media influencers,
- prepare messages and speeches and briefers, as needed;
- submit PR plan and social media plan covering the period of March and April for approval;
- prepare and seed three (3) press releases, and;
- create and post content on Facebook, Twitter and Instagram for the period of March 5 to 14, at least one (1) content per day.

b. For EVENT PROPER, the media agency shall

- Prepare one (1) major press release for inclusion in the press kit and one (1) photo release for seeding;
- Prepare content for advertorial, (if needed)
- create content for real time posting and live coverage on Facebook, Twitter and Instagram, and;
- facilitate the press conference and prepare ready questions.

c. For POST-EVENT

- Prepare and seed two (2) major press release and two (2) photo release;
- create and post content for real time posting and live coverage on Facebook, Twitter and Instagram, and;
- Monitor published press releases and social media reach and provide corresponding media values and return of investment

5. FINANCIAL Requirements / Terms of Payment

- a. Must submit a financial bid in a separate sealed envelope.
- b. Monthly accomplishment report with copies/clippings of all materials produced and published.

Budget is PHP 950,000.00 (NINE HUNDRED FIFTY THOUSAND PESOS ONLY) inclusive of taxes and other applicable charges.

Output/Milestone	% of payment
Upon presentation and approval of PR plan and social media plan for the whole duration of the event	15%
Upon completion of requirements needed pre-event: <ul style="list-style-type: none"> • submission of final list of foreign and local films to be awarded during the event • submission of list of confirmed awardees who will attend the event • submission of list of confirmed media from entertainment, lifestyle and travel beats, covering trimedia and social media influencers, who will cover the event • copies of final messages, speeches and briefers • three (3) press releases seeded • social media posting for the period of March 5 to 14 	35%
Upon successfully staging of the event / press conference	40%
Upon submission of terminal report with actual copies of published releases and social media postings with corresponding media values and return of investment	10%
Total:	100%

Eligible Bidders may be required to make a 15min presentation based on the attached criteria

For particulars please contact:

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