

MEGA FAMTRIP
Terms of Reference in Hiring a PR and Media Agency

1. BACKGROUND OF THE PROJECT

The Mega Media Fam Trip (MMF) is the first TPB institutional media project that focuses on the invitation of foreign media (print, broadcast, bloggers, vloggers) to experience the Philippines as a preferred destination in Southeast Asia focusing on the Filipino hospitality, natural and pristine settings, delectable food, rich heritage, and the most enlightening cultural interactions. It is also a venue for the media-savvy minds of the travel industry to come together, to network, to learn to take blogging and cover travel stories to the next level.

Participants shall be brought to various parts of the country each centered on a particular theme in order to gather content for their publications, and inspire their followers and readers to visit the Philippines. This is also an excellent opportunity to liaise with the media to update them of the enticing attractions and exciting off-the-beaten path adventures of the country with the main intention of connecting with them and building mutually beneficial relationships.

The event is June 15 – 21, 2018.

2. OBJECTIVE

To contract the services of a Communication / Public Relations Agency needed to design and implement communication / public relations strategies and plan in order to positively highlight Mega Media Familiarization trip.

3. ELIGIBILITY Requirements:

- a. The agency / company must be in operation for at least 5 years
- 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 five (5) 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) approved PR plans as 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.

4. TECHNICAL Requirements

- a. Submission of a PR plan (including story angles, target print, TV and radio outfits for media guestings and event coverages) together with the proposal for traditional and digital media stating the following deliverables:
 - Three (3) seeded articles on May; six (6) seeded article on June, and; three (3) seeded article on July
 - Minimum of twenty (20) pick – ups per month 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 during the week of the event
- b. Assistance during press conferences in terms of media invitation, preparation of media kits, coverage, seeding of press releases, preparation of briefing notes and other needed write-ups
- c. coverage during TPB events related to Mega Media Familiarization trip (PR agency shall assign a writer to join in media coverages within Manila and out of town, if needed)
- d. Preparation of speeches and messages for TPB, as required
- e. Content creation for advertorial, as required
- f. Preparation of social media content and assistance in handling TPB's social media sites (Facebook, Twitter and Instagram), as needed
- g. Monthly monitoring of published press releases with media values and ROI computation
- h. Representative of PR agency must seat in during the evaluation of applications of foreign participants
 - Must also submit report on the actual media mileage, promotions (blogs and social media) from foreign participants

- i. PR Agency to refer local bloggers who will participate and join tour legs

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 700,000.00 (NINE HUNDRED FIFTY THOUSAND PESOS ONLY), inclusive of taxes and other applicable charges.

Full Payment shall be made after receiving the final invoice and terminal report with copies / clippings of actual materials produced and published.

For particulars please contact:

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