

**ANNEX D: GUIDE / EXPECTATION FOR THE PRESENTATION**

	<b>REQUIREMENT / NOTES FOR THE PRESENTATION</b>
Social Media Management	<ul style="list-style-type: none"> <li>• Initial plan and approach to improve reach and engagement of TPB’s social media accounts such as <i>Facebook, Instagram, LinkedIn, Twitter, Youtube</i></li> <li>• Initial plan and approach for the Influencer Marketing Campaign</li> <li>• Samples of high-engagement social media posts, preferably travel and tourism-related</li> <li>• Samples of successful online promo/giveaways</li> <li>• Influencer pool – names of those you’ve already worked with</li> <li>• Samples of TikTok influencer campaign</li> <li>• Samples of Instagram influencer campaign</li> </ul>
PR Management	<ul style="list-style-type: none"> <li>• Initial monthly PR plan base on TPB’s calendar of events</li> <li>• Initial plan and approach on PR management</li> <li>• Initial plan and approach for crisis communications</li> </ul>
Marketing of the Travel Philippines APP	<ul style="list-style-type: none"> <li>• Initial plan and approach on airport placement</li> <li>• Download the Travel Philippines app via Google Play or App Store and answer this question: how would you promote this app to arriving tourists or Balikbayans at the various international gateways in the Philippines?</li> <li>• Be creative in the promotion and marketing of the app in terms of the mediums used (LED displays? Floor stickers? Counter signs?), location of the ad and the timing (duration at a certain airport - which month, etc).</li> <li>• See attached briefer for more information about the app.</li> </ul>