



31 March 2021

## INVITATION FOR PROPOSALS

The Philippine Department of Tourism Korea is in need of the services 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 2021-2022.

Interested companies may submit PR plans and quotations plus complete documentary requirements following the attached **Terms of Reference** on or before **April 14, 2021 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: [amy@philippinetourism.co.kr](mailto:amy@philippinetourism.co.kr) and [lily@philippinetourism.co.kr](mailto:lily@philippinetourism.co.kr)

**MARIA CORAZON JORDA - APO**

**Tourism Director**

Philippine Department of Tourism - Korea

Philippine Department of Tourism-Korea

Suites 102 & 801, Paiknam Bldg., Euljiro 1 (il)ga, Jung-gu, Seoul 04533, South Korea

Tel: (822) 598-2290 Fax : (822) 318-0520 Email: [pdot@philippinetourism.co.kr](mailto:pdot@philippinetourism.co.kr) Website: [itsmorefuninthephilippines.co.kr](http://itsmorefuninthephilippines.co.kr)

## **TERMS OF REFERENCE**

### **PROJECT: HIRING OF PR AGENCY FOR THE PHILIPPINE DEPARTMENT OF TOURISM-KOREA 2021-2022**

To complement its promotion and communication strategies on its tourism campaign “It’s more fun in the Philippines” in Korea, DOT-Korea needs a PR agency to undertake a public relations campaign to ensure widest information dissemination about Philippine tourism to all its target markets. Good public relations will be very crucial in the current situation amidst the global COVID 19 pandemic and in the coming year when the Philippine tourism is about to recover from the negative effects of the pandemic.

Part of the public relations campaign is to highlight the safety of visitors in Philippine destinations to regain the confidence of the Korean travelling public to travel to the Philippines after the COVID-19 pandemic, while we expand the market by diversifying target segmentation and introducing new tourism products and activities.

In this context, we propose to procure the services of a PR agency to extend strategic support to DOT Korea office in its efforts to develop a positive reception in print, broadcast and digital media for Philippine tourism 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 tourism-related information issued by the Department of Tourism and Tourism Promotions Board of the Philippines.

#### **ELIGIBILITY CRITERIA**

The PR agency must have the following qualifications:

- Korea-based company preferably in Seoul.
- 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
- A PR company subscribed to a social listening tool or the like is an advantage, in which case the PR company shall disclose the tool that they are using
- 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 following:

- 1. Proposed PR Campaign Plan for 2021-2022 for a period of eleven (11) months** (PDOT-Korea's 2021 work program to be provided to interested companies upon request)
- 2. 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 **April 14, 2021.***

## **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 tasks/deliverables listed below provide an extensive range of activities that will be assigned to the PR Agency to be hired for this purpose.

- Strategic PR planning and consultation
- Public relations project development and execution
- Publicity activities including regular press releases (minimum of 50 per month) and preparation of 3-4 feature articles per month for ready release through online/offline channels
- Media/influencer relations and equity handling
- Proactive media pitch including research and application of new publicity opportunities (e.g. maximizing engagement of social media for wider reach)
- Organization and management of familiarization tours for media/influencers and monitoring/ensuring delivery of post-tour outputs
- Daily media monitoring and daily news clippings
- Conduct of media briefings and monthly key media/influencer consultations/meetings and preparation of corresponding reports/minutes of discussions.

- Proactive monitoring, analysis and management of crisis/issues/concerns including immediate damage control during emerging situations and counter acting negative publicity, if any
- Periodic review/evaluation of existing communication strategies and initiatives and provision of relevant recommendations that will enhance the effectiveness of the communication strategy.
- Supervision of media coverages and preparation of all press materials, articles and media coverage reports on DOT-Korea projects and activities in accordance with applicable specifications and time requirements of DOT Korea;
- Translation of press and other PR materials as required by DOT-Korea
- Submission of media database per quarter and continuous expansion of media networks to include social media
- Submission of monthly activity report and other executive reports which may be required by DOT-Korea. Reports should also include an evaluation of the effectivity of the implemented PR activities and the various media engaged in the given period.
- Conduct of market intelligence and submission of bi-monthly market intelligence reports that should include information such as, but not limited to current market trends, activities of competition, links to relevant tourism researches and publications, recommendations based on current trends which will be useful for PDOT-Korea's action planning, and others.
- Conceptualization of special PR projects, preparation/conceptualization of advertorial contents, conduct of online/offline media/consumer events, and other related public relations support services as may be required by DOT **with no extra cost to DOT-Korea.**
- Constant collaboration with DOT-Korea's digital marketing company to ensure that all PR and digital marketing activities of DOT-Korea are synchronized and integrated.
- Analysis of most common queries received from the media and how they were addressed
- Procuring of related-services and materials at the most advantageous terms and conditions for DOT Korea.

#### **AGENCY COMPENSATION/BUDGET**

US\$8,000 as professional retainer's fee per month inclusive of all applicable taxes plus provision of maximum \$1,000 worth allowance per month to cover out-of-pocket expenses to be issued to the PR agency on reimbursement basis after presentation to PDOT-Korea of Summary of Expenses with attached receipts and supporting documents. Payments shall be made after DOT-Korea has certified that all deliverables of PR company and supporting documentary requirements are met.

#### **PERIOD COVERED:**

Eleven (11) months (start of engagement to be confirmed)

**EVALUATION CRITERIA:**

Proposals will be evaluated based on the following criteria:

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