

TERMS OF REFERENCE

I. REQUIREMENT:

Procurement of services of Marketing Communications and Media Relations Company

II. BACKGROUND:

The Philippine Department of Tourism Sydney Office (PDOT) is a Philippine government office promoting the Philippines as a tourist destination to the Australian and New Zealand market, with business address at Suite 11.01/92 Pitt St., Sydney, NSW, and with ABN No. 68 017 144 671. PDOT is fully funded by the Philippine government and does not engage in any activity for profit.

In line with PDOT's efforts to promote the Philippines and stimulate greater desire for tourists to choose the Philippines as their holiday destination , it will require a marketing communications and media relations company that will assist in disseminating newsworthy messages and Philippine tourist destination information to the ANZ markets through the right media outlets

III. SCOPE OF WORK / DELIVERABLES:

1. Media plan for 6 months;
2. At least 5 media release angle ideas per month;
3. Minimum of 4 press releases prepared and seeded each month for both Australia and New Zealand covering either consumer or travel trade;
4. Minimum of 10 published press releases per month in both print and digital platforms combined, covering either consumer or travel trade;
5. Ideas for market research angles;
6. Daily monitoring and updates of published tourism-related stories on ANZ on both print and digital platforms
7. Crisis management support, when necessary;
8. Preparation of statements and speeches when necessary;
9. Media relations management, as the need arises; and
10. Submission of monthly progress report not later than the 17th day of the succeeding month.

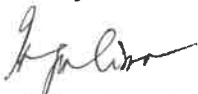
IV. CONTRACT TERM

Six (6) months

V. BUDGET:

PDOT is allocating \$8,000.00 monthly or a maximum total budget of AUD 48,000.00, including GST.

Prepared by:



ELEANOR A. PALIMA
Officer-in-Charge