

INDIA TOURISM TOKYO
Isei Bldg, 7th Floor
1-8-17, Ginza, Chuo-ku
Tokyo, Japan 104 0061

No. TOK/PR Tender//2015

9th June 2015

Subject: Notice for Appointment of Public Relations Agency (PR Agency) in Japan

Request For Proposal (RFP)

Last date for Submission of Complete Bids :- 24th July 2015.

India Tourism Office in Tokyo, Japan would like to appoint a PR Agency for Event / Media Management in Japan. A Tender Document with eligibility criteria, scope of work, procedure for selection and other details has been uploaded on the following websites :

www.indembassy-tokyo.gov.in
www.tourism.gov.in

The general broad guidelines of the tender document are enumerated as below:

A) Marketing goals and Objectives :

The objective of this assignment is to contribute towards achieving the following:-

- * Image change/ perception: India is going through major challenges especially in the Japanese markets in view of the negative publicity over the past two years. There is a need to focus on image building among the travel trade, media and the consumers. There is also a need to counter the negative publicity through PR work with the various segments of travel trade, hospitality industry and media.
- * Increase awareness of India's varied products: India receives approximately 210000 Japanese tourists annually. An approximate number of 10 million Japanese tourists travel outbound destinations. It is desirable to achieve at least a 25% increase in the Tourist Traffic to India from Japan. The details of product information may be viewed on the website: www.incredibleindia.org
- * Establishing India as a destination of 365 days.

B) Scope of works:

Positioning and Strategy - Positioning of India Tourism as a preferred tourism brand in the markets of Japan, and advising the office on the various strategies required for this. The services to be delivered are as under:-

- * Preparation of situation analysis and SWOT analysis to at the beginning of the year.
- * Providing strategies for a period of two years.

- * Develop an implementation plan for one year . This would also include actively identifying and suggesting possible marketing activities based on events, promotional opportunities, etc.
- * Execution of the plan and evaluation of results.

Media Related Activities -

- *Media Liaison with key travel trade, consumer, life style and mainline media.
- * Preparing and disseminating at least 4 press releases (quarterly) a year to maintain channels of communication.
- * Arranging for media interviews with visiting Indian Delegation during JATA Travel Show at Tokyo.
- * Regular interactions with bloggers for stories about India.
- * Designing, writing and mailing of e- newsletter quarterly to media and to the travel trade.
- * Designing of Press Kits including E- press kits (in local language) which will include profile and activities of Indiatourism Tokyo. The Press Kit can also be made available through the agency's website.
- * Social Media Management including content creation, maintaining of official Face book and Twitter accounts of India Tourism, Tokyo and updating them on a regular basis after consultation with India Tourism. Monitoring of the social media channels and submission of quarterly report.
- * Minimum of 2000 likes per 6 months for Face books page and 100 Tweets per 6 months (promotion for Face book page may be **included in the costing and will be part of the PR agency brief.**)

Crisis Management -

- * Identifying Crisis situations by actively scanning local media including travel trade media and bringing any adverse reports to the notice of India Tourism Tokyo.
- * Using media intelligence to identify any negative news reports that may damage tourism to India.
- * Using PR contacts to dispel any negative fallout of such incidents.
- * Feeding positive stories about India to the media as well as to tour operators/ travel trade.
- * Effective Communication of India Tourism's viewpoint amongst mainline and travel trade media as well as the general travel trade.

Databases creation and management -

- * Creating, updating and managing database of major media persons including travel writers, bloggers and photographers.

Identifying and liaison with Media for individual and group media visits to India and follow-up to ensure publicity returns. (Arrangements for the media visits would be made by the Ministry).

- * At least two press trip of 5 media persons (total 10) each to be organized annually.

Organizing Contests in the TV Channels and the winners may be offered to receive “Visit India” prizes.

Trade- related activities -

- * Acquiring and maintaining a detailed data base of Tour Operators, Travel Agents, including those selling India and other destinations in Asia from Japan.
- * Support on partnerships with industry key Tour Operators and Airlines.

Event Management -

Organization of Roadshows / Seminar

- * Design and dispatch of e-invites to database of tour operators and travel agents. Following up with invitees and receiving RSVPs.
- * E-mail blasts regarding the Road Shows / Seminars.
- * Registration at the venue.
- * Preparing the schedule of meetings between buyer and seller delegates at the Road Shows in consultation with the India tourism Office.
- * Coordination with Hotel (venue) for making arrangements including the required Audio-visual equipments.
- * Coordination with India Tourism for branding at the Event Venue and for over-all organization of the events.
- * After the road Shows / Seminars, obtaining feedback from the participants regarding their outcome/ effectiveness.
- * Sharing of all the information / data with the India Tourism Office in the form of detailed report including database of all attendees and documentation in the form of photographs.

Coordinate PR Activities during the Travel Fairs & Exhibitions_in which the office participates–Press Meets, Media Interviews, business hours / promotional hours at the Indiatourism’s Stand etc.

Preparing quarterly PR reports with details of press coverage if any, photographs of events organized and any other relevant details.

C) Eligibility Criteria :

Accredited Agencies having Public Relations and Event Management expertise and experience may apply. The agencies must have following minimum qualifications:

- a Based in Japan with office in Tokyo / Osaka or be able to visit Tokyo at least once a month for interaction with Indiatourism officials or at any time when urgently required.
- b Experience for undertaking Trade related work directly as referred above .
- c Experience of working with Tourism Boards (National Tourism Boards, State Tourism Boards).
- d Minimum turnover of JPY 8000,0000.- through public Relations and Event Management activities in the past calendar year (as evidenced through certificate from a Chartered Accountant).
- e Minimum of 8 permanent staff on the rolls directly involved in PR and Event Management activity.
- f Required to provide a dedicated contact person (preferably English speaking) for Indiatourism Tokyo This person should not be a contact for any other Tourism Board.
- g Requirement for minimum FIVE years of experience.
- h Experience in Social Media activity.

D) Terms of the contract: The contract will be for a period of **Two Years** extendable to a third year.

E) Selection Process :

Selection will be made on the basis of proposal's **Quality cum cost Based** approach and the following criteria will be considered:

Technical bids will be opened by a constituted Committee which will evaluate the technical Bids of the agencies which are found eligible after initial scrutiny of the bids.

- 1 The Technical bids will be first screened by the Committee for eligibility as per criteria enumerated at (C) above.
- 2 The committee will then mark the bid as per the following marking criterion detailed below:

3 (a) The technical bids will be judged following the criteria as detailed below:

S.No	Component	Marks	
(i)	Previous experience of national Tourism Board	20 marks	
(ii)	Previous experience of social Media campaigns for tourism clients (hotels, DMC, National/Regional Tourism Boards	1 Campaign	5 marks
		2 Campaigns	8 marks
		3 or more Campaigns	10 marks
		Maximum	10 marks
(iii)	Specific experience of PR for JATA	5 marks	
		35 marks	

(b) The Strategy Presentation by the Agencies will required to be made for the Committee of Ministry of Tourism. This evaluation will carry a total of 35 marks.

- 4 Whereas, Technical Evaluation will carry a weightage of 70 marks [**including Sl. No. 3(a) & (b) above**] , financial bids will carry weightage of 30 marks. The agencies scoring 70 per cent marks (49 marks) or above in Technical Evaluation shall be eligible for opening of their financial bids.
- 5 The financial bids of **only** those agencies that score 70 per cent marks (49 marks) or above in Technical Evaluation will be opened in the presence of their representatives. The date and time of opening of the financial bids will be conveyed to the selected agencies. Financial evaluation will carry a weightage of **30 Marks**.
- 6 The agency which scores the highest aggregate marks on the basis of technical and financial evaluation (after adding the scores from the technical and financial evaluation) will be awarded the contract.

F) Submission of Application :

1. **The quotation should be sent in a sealed cover clearly marked ‘Quote for PR Agency’ by courier of post to the Asst. Director, Indiatourism Tokyo, Isei Building, 7F. 1-8-17, Ginza, Chuo-ku, Tokyo latest by 1700 hrs on 30th June 2015.**
2. The Packet should contain two sealed packets viz. a) The Technical Bid and, b) The Financial Bid.
 - a. **Technical bid** should contain the following documents:-
 - (i) Turnover of the company in the previous year as certified by a Chartered Accountant
 - (ii) Experience of working with tourism organizations for PR.
 - (iii) Experience with national/Regional Tourism Boards in the field of PR.
 - (iv) Experience of Social Media.
 - b. **Financial Bid** should contain the quotations as a lump sum in the format given subsequently at Annexure -I. The following may be noted:

Annual fee for the agency for work to be undertaken as per detailed requirements as referred at Scope of Work .

The quote should include costs for the following:

- Preparing and dissemination of FOUR press releases (quarterly)
- Organization of 08 Seminars/ Road shows in the market annually.
- Organization of two contests for “ Visit India”.
- Fam trip for 10 media persons per year.
- Subscribing to Press alerts / media clippings.
- Quarterly e- mail newsletter.
- Photography for the events.
- Preparation of quarterly PR reports.

Apart from this, the agency may quote separate price for the following:

- i. Preparation and dissemination of Press Releases apart from the number mentioned (cost per press release).
- ii. Preparation and dissemination of e-mail newsletter apart from the number mentioned (cost per e-mail newsletter).
- iii. Organizing of Know India Seminar apart from the eight above (cost per seminar)
- iv. Any special activities to be undertaken.

Travel cost will be paid as per actual for any travel to be undertaken for any event to be organized on behalf of Indiatourism outside of Tokyo and will be restricted to cheapest class of travel (economy class air, second class rail) for a maximum of two persons and hotel accommodation only to be paid on submission of actual vouchers/invoices. No payments for incidentals, per diem, etc. will be reimbursed. No travel costs will be paid for attending meetings with India tourism Tokyo.

G) Payment: Quarterly payment will be made to the selected PR Agency (i.e. total fee per year as mentioned in the bid divided by 4), advance payment will not be agreed.

H) Other Conditions:

1. India tourism will pay directly to the third parties including hotels for venue, hiring of technical equipment, cocktail and snacks, cultural performances, design charges, etc.
2. The cost of any other work if the agency is asked to do will be decided prior to commencement of the work and it would be paid on the basis of third party bills.
3. **The quotation should be sent in English only** and the **fees** need to be mentioned in **JPY**.
4. **No cost is payable for preparing the bids.**
5. While considering financial quotes the total amount for all the items in Scope of Work will be considered. However, Indiatourism Tokyo retains the right to cancel some of the Sections of the contract and no costs will be payable for the cancelled part.
6. Indiatourism Tokyo has the right to reject an offer at any stage of the process, prior to the signing of the contract.

Annexure -I

**FORMAT FOR FINANCIAL QUOTATION FOR PUBLIC RELATIONS AND EVENT
MANAGEMENT (on Company letterhead)**

	YEARLY FEE IN JPY	JPY
A	First YEAR	
B	Second YEAR	
C	Third Year (Subject to extension)	
D	Cost per Press Release	
E	Cost per Newsletter	
F	Cost per Seminar	
G	Any other cost, please specify	
	TOTAL (A+B+C+D+E+F+G)	

Taxes are separate.

We agree to abide by the above costs.

(Authorized signatory)

Company Seal