

INDIA TOURISM FRANKFURT

No. ITO/FRA/Seminar/2018-19

13th Nov 2018

TENDER NOTICE FOR APPOINTMENT OF PR AGENCY/ EVENT MANAGER FOR INCREDIBLE INDIA SEMINARS

India Tourism, Frankfurt invites Quotations from reputed agencies with strong background in Public Relations and Event Management and with experience in working with National Tourism Organizations for organizing the **Incredible India Seminars for Tour Operators/Agents** in Italy, Cyprus, Malta, Netherlands, Belgium and Luxembourg.

A. Background

Objective: The objective is to invite the Product Manager and Front Office Staff of Travel Agents, Tour Operators who are not sending tours to country and those with programmes to India and also those with potential to have programmes to India to give them an opportunity to know about the products and various developments that have taken place in India. An average of 30 to 40 agents/operators are to be targeted in each city.

Venues of Seminars:

The Seminars would be organized in various cities tentatively given as below*:

Cities	Proposed Dates
Athens	10.12.2018
Rome	22.01.2019
Napoli	23.01.2019
Milan	24.01.2019
La Spenzia	29.01.2019
Nicosia	30.01.2019
Malta	31.01.2019
Amsterdam	04.02.2019
Rotterdam	19.02.2019
Antwerpen	20.02.2019
Luxembourg	21.02.2019

*The proposed dates and venues are tentative and may or may not change.

Who can Apply: Public Relations and Event Management Agencies based in Europe with experience in working with tourism related organizations (tour operators, airlines, hotels, National and State Tourism Organisations, etc.) can apply. Preference would be given to agencies who have handled similar assignments (i.e. conduct of Travel Agents/Operators Seminars/Roadshows) for National Tourism Organisations.

B. Scope of Work

1. The agency will be fully responsible for the successful management of the Seminars.
2. The agency shall be responsible for the following:
 - a. Provide India Tourism, Frankfurt the list of Tour Operators/Travel Agents, major Tour Operators/Travel Agents in the cities/region and contact details by taking their full consent so that the contact details may be used for tourism promotional purposes, the right to use their contact details may be given to this office for future

- use. The list may be divided into three categories i) who do not promote India. ii) who promote India iii) who have the potential of promoting India.
- b. Design and send e-invites (design of the invite has to be sent to this office for approval)
 - c. Inviting 30 to 40 agents/operators. The invitees have to be strictly agents or operators only with one representation from one agency.
 - d. Arrangement of mailing of the e-invites to the selected list.
 - e. Response system management for ensuring the attendance of the very best targeted audience.
 - f. Reach target audience of an average of 30 to 50 per city. However, agency should inform the number of participants expected in each city.
3. The agency will be responsible to identifying and getting quotes from centrally located hotels/restaurants as the venue in each city. The hotel/restaurant should ideally be able to provide Indian cuisine.
 4. The agency will coordinate for all other requirements like Welcome, Reception, Registration, Preparation and distribution of kits, hire of equipment for A/V presentation (Laptop, LCD Projector, Screen, Microphones and Speakers), staff on duty and hire of one hostess, preferably someone who can carry Indian attire. The agency will be liaising with the venue on a day to day basis.
 5. To organize and set up Indian decoration and Incredible India Branding at the venue. To design Press Release and circulate News about the event in different Media.
 6. Design the course material and produce a presentation in different places for the seminar as well as design and print certificates to be issued to the participants.
 7. To suggest reasonable accommodation to the delegates, if required, in consultation with Indiatourism Frankfurt.
 8. To design issue and compile feedback form from the participants.
 9. To provide a report at the end of each seminar with full list of participants, feedback and photographs of the event in print and digital version.

C. Other Conditions:

1. The quotation should be lumpsum for each seminar/city and cover the cost of organizing the seminar/event, which would include the logistics of the events, venue of the event, hiring of equipment, cocktail and snacks etc. and all miscellaneous expenditure of the agency like agency staff travelling, printing etc. The cost for report and pictures should be included in the agencies' cost. No separate photographer will be engaged.
2. The cost of any other work if the agency is asked to do will be approved prior to commencement of the work and it would be paid on the actuals of third party bills.
3. The quotation should be sent in English only.

D. Submitting of Application

1. The quotation should be sent in a sealed cover clearly marked 'Quote for Seminars in Italy, Cyprus and Malta by courier or post to the Assistant Director, India Tourism Frankfurt, Baseler Strasse, 48, 60329, Frankfurt am Main, Germany so as to reach latest by 6th December, 2018.

2. The quotation should be lumpsum in the format given subsequently. The following may be noted:

- a. Quotation should be accompanied by a brief profile of the agency including details of previous work done, experience with NTOs and organising of Travel Agent/Operator's Seminars.
- b. Cost per city may be indicated and this cost should include lumpsum cost for all activities as mentioned in the scope of work para B1-9.
- c. The format for financial quotation is as given below:

Name of Cities	Agency Cost (Euro)	Organizing Seminar (maximum) (Euro)	Total (Euro)
Athens			
Rome			
Napoli			
Milan			
La Spenzia			
Nicosia			
Malta			
Amsterdam			
Rotterdam			
Antwerpen			
Luxembourg			

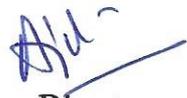
- e. All costs should be in Euros and exclusive of taxes

E. Selection: Selection will be based on lowest quote per city, who covers all the points mentioned at para B from 1 to 9.

F. Payment: Payment to the selected PR Agency will be made after completion of the Events and on submission of Invoices along with full report of the event including database and hard & soft copies of photographs.

Note:

- (i) India Tourism Frankfurt reserves the right to reject or accept any offer without assigning any reasons whatsoever.
- (ii) The office will in any case be responsible for Accommodation, travel etc expenses of the agency or its staff.
- (iii) **Termination by default:** India Tourism Frankfurt reserves the right to terminate contract of any agency in case of change in the Government procedures or for unsatisfactory services at any time.
- (iv) **The office will have the full right to cut upto 30% fees in case of under attendance or sub standard of the venue.**
- (v) **The Office holds to full rights to change the date and venue or drop seminar/s.**


 Asstt. Director
 India Tourism, Frankfurt