



**Nepal Tourism Board**

**Terms of Reference for Marketing Consultant to Organize Nepal Sales Mission in China**

**Nepal Tourism Board (NTB), the National Tourism Organization of Nepal, is going to organize Nepal Sales Mission Program in 3 cities of China. The main objective of the Event is to promote Nepal as a Premier Holiday Destination. The cities & dates of the Event are as follows:**

| S.N | Program             | Dates              | Cities with dates   | Remarks |
|-----|---------------------|--------------------|---|---------|
| 1.  | Nepal Sales Mission | 14 - 21 April 2023 | a. Chengdu - 15 <sup>th</sup> April<br>b. Kunming - 17 <sup>th</sup> April<br>c. Beijing - 19 <sup>th</sup> April |         |

**1. You are requested to submit your proposal along with Marketing Consultant service charges per city within the time limit.**

**2. The cost breakdown of the expenses for each program (event) should be submitted separately as per the format given in the Excel Sheet provided herein.**

**3. The Marketing Consultant shall be responsible for the following work:**

- Invitation of the guests for the Sales Mission
- Necessary Correspondence
- Suggestion & Selection of Venue
- Booking of Venue
- Finalization of Menu
- Coordination towards execution of event plan.

**4. Construction of the Event:**

- Registration of Guests/participants
- Presentation on Nepal and Question/Answer Session (To be done by NTB)
- B2B Sessions
- Networking Lunch

**5. Composition of the Participants/Invitees:**

- Approximately 40 participants from Tourism Industry of the city having interest to sell or get information on Nepal, either to feature Nepal in their production or to promote in a better way.
- Similarly, at least 6-8 prominent media should be invited in each city and at least 3 members from government agencies relating to tourism, prominent tourism based regional associations and bodies affiliated to the Government.
- There will be around 30 trade participants and 4 other members from NTB
- The total number of participants in the Event is estimated to be 85.

**6. Major Responsibilities and Duties of the Marketing Consultant**

The major responsibilities of the Marketing Consultant shall be as follows:

#### **6. (1). Regarding the Invitees/Participants**

- a. The Marketing Consultant shall match the correct audience of Leisure/MICE/ Adventure/Religious Travel Trade with special focus on those selling Nepal while preparing target invitee list as per the Section (5) of the TOR.
- b. The Marketing Consultant shall invite participants from the invitee list through electronic invitations or any other effective way.
- c. The Marketing Consultant shall do RSVP & follow up of all invitees for assured attendance.
- d. NTB itself shall invite participants as per the Section (5.c) of the TOR. However, the Marketing Consultant shall invite participants through its channel if NTB suggests any names for the invitees.

#### **6. (2). Regarding Venue, Menu and Other Facilities**

The Marketing Consultant shall be responsible for making all necessary actions to ensure following requirements are fulfilled as per the headings Venue, Menu and Other Facilities in the Venue and conditions therein.

##### **Venue**

- a. The Marketing Consultant shall propose a prime location hotel (central/easily accessible) in each city appropriate for the requirement of NTB's event.
- b. The Venue shall be a **4 star hotel** and able to accommodate all participants of the Event comfortably.
- c. The Venue shall accommodate the invited participants in a theatre-sitting style. In addition to this, the selected Venue has to provide sitting space of 26 tables with three chairs in each table to organize B2B sessions. The B2B sessions can also be done in the same hall with arrangements of tables and chairs.
- d. The Marketing Consultant shall book the proposed Venues for the Event.
- e. **The Proposal shall include other details as required in the Excel Sheet attached herein.**

##### **Menu**

- f. The Marketing Consultant shall mention the major items to be included in the Menu in the Excel Sheet provided herein.
- g. **There shall be no inclusion of beef in the Menu.**
- h. The Marketing Consultant shall do necessary efforts/coordination to include or exclude any items in the Menu if NTB requests so. NTB is aware of the fact that the changes in the Menu can bring addition or deduction of cost in the total cost of Menu proposed by the Marketing Consultant. Such changes in the cost of Menu shall be set as mutually agreed upon.
- i. The Marketing Consultant shall manage the Menu as decided above.

##### **Other Facilities in the Venue**

- j. The Venue shall have Audio Visual (AV) Facilities (wireless mikes, podium with mike, projector, pointer & laptop)
- k. The Marketing Consultant shall manage a technician in the Venue to make necessary connections of Audio Visual Presentation and smooth working of AV facilities during the Event.

### **6. (3) Regarding other requirements**

The Marketing Consultant shall fulfil the following requirements:

- a. The Marketing Consultant shall stand guarantee for booking the proposed Venues and Menu if needed.
- b. The Marketing Consultant shall designate its staff to supervise necessary preparations and to execute the Event in each city.
- c. The Marketing Consultant shall coordinate with the Venue to keep promotional materials sent by NTB if required.
- d. The Marketing Consultant shall assist NTB and Nepali participants by extending suggestion or assistance for finding appropriate accommodation in the city if NTB seeks such assistance.

### **7. Submission of Report of the Event**

The Marketing Consultant shall submit its Report of the Event within 3 weeks after completion of the latest Event conducted by the Agency. The Report shall, *inter alia*, include the following components:

- a. Brief Introduction of the Event
- b. Names of Participants along with their contact details including email.
- c. Photo Copies of Business Cards collected during the Event.
- d. Photocopies or cuttings of original copy of Print Media Coverage on the Event
- e. Downloaded or Print version of Online Media/electronic coverage, mentioning the name/website and date of coverage on the Event in e-media.
- f. Photos of the Event.
- g. Mention of major questions and answers during the Event, if any
- h. Major activities in the Event
- i. Other major observation and suggestion from the Marketing Consultant, if any.

### **8. Components of Cost Breakdown in the Proposal**

**The Marketing Consultant shall present its total cost/charges, including all applicable taxes and charges, for working as a Marketing Consultant as per the TOR for the Sales Mission.** The cost shall be presented in the following major headings in the Excel Sheet provided herein. The cost must be presented for the Event in each city.

- a. Service charges for working as a Marketing Consultant to fulfill the requirements, duties and responsibilities as per the TOR.
- b. Venue charges to hire the Venue with fulfillment of the requirements of the Venue mentioned in the sub-section **Venue** above. The Charges should be presented separately for each Venue in each City.
- c. Menu Charges along with the name of major items as required in the sub-section **Menu**. The charges should be presented for each set of Menu corresponding the Venue.
- d. Charges for AV facilities in each Venue.
- e. Other Charges, if any (clearly Specify)
- f. Total cost/charges for the Event in each City.

**9.** In selection process of Marketing Consultant, NTB mainly looks into the quality of the Marketing Consultant. Marketing Consultant is requested to submit/upload their profile and

experiences along with **Company Registration Certificate** and **Tax Clearance Certificate**. NTB has the sole right to select the Marketing Consultant Company for only Marketing Consultant services by paying only the amount as per clause 8 (a) of the TOR. In such condition, the Marketing Consultant has to work to coordinate with Venue and manage the Menu if NTB decides Venue and Menu on its own.

#### **10. Mode of Payment**

NTB shall make payment to the selected Marketing Consultant as below:

- a) The modality of payment shall be as per the terms and conditions agreed upon by both The Parties in the contract.

Should you be interested to execute Nepal Sales Mission, as per the above requirements, please submit your Quotation with detailed cost breakdown and upload in our website <https://tenders.welcomenepal.com/> by the deadline given in the website. For further query, if any, please write to us at [skbaral@ntb.org.np](mailto:skbaral@ntb.org.np), [rshah@ntb.org.np](mailto:rshah@ntb.org.np), and cc to [ceo@ntb.org.np](mailto:ceo@ntb.org.np), [lgautam@ntb.org.np](mailto:lgautam@ntb.org.np) and [spanta@ntb.org.np](mailto:spanta@ntb.org.np).

Also upload this TOR along with your quotation, authorized signature and stamp. If you need any graphics of Nepalese tourism, we shall send upon request.

We have read and understood the TOR. If our company is selected for the job, we shall abide by the terms and conditions of the TOR.

Received By:.....

Organization: .....

Authorized Signature: .....

Date& Stamp: .....