



### Nepal Tourism Board

#### Terms of Reference for Marketing Consultant for Organizing Nepal Sales Mission in India

Nepal Tourism Board (NTB), the National Tourism Organization of Nepal, is going to organize sales mission in various Indian cities. 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	Name of Sales Mission	Dates	Cities with dates	Remarks
1.	Nepal Sales Mission in South India (Kochi, Coimbatore, Madhurai)	15-19 May, 2023	a. Kochi- 15 May, 2023 b. Coimbatore-17 May, 2023 c. Madhurai- 19 May, 2023	Cocktail Dinner Event
2.	Nepal Sales Mission in West India (Ahemdabad, Vadodara, Surat)	02-06 June, 2023	a. Ahemdabad -02 June, 2023 b. Vadodara- 04 June, 2023 c. Surat- 06 June, 2023	Cocktail Dinner Event

1. You are requested to submit your proposal along with the Marketing Consultancy service charges per sales mission.
2. You can submit proposal for desired number of sales mission.
3. The cost breakdown of the expenses for each of the sales mission (event) should be submitted separately as per the format given in the Excel Sheet provided herein.
4. Marketing Consultant shall be responsible for the following work:
  - a. Invitation of the guests for the Sales Mission
  - b. Necessary Correspondences
  - c. Suggestion & Selection of Venue
  - d. Booking of the Venue
  - e. Finalize the Menu
  - f. Coordinate towards execution of event plan.
5. Construction of the Event:
  - a. Registration of Guests/participants
  - b. Presentation about Nepal and Question/Answer Session
  - c. Activities if any.
  - d. Speech by Esteemed guests
  - e. B2B Sessions
  - f. Lunch or Cocktail/Dinner (As mentioned under "Remarks" above)
6. Composition of the Participants/Invitees:
  - a. Approximately 50 to 60 participants from Tourism Industry of the city having interest to get information on Nepal, either to feature Nepal in their production or to promote Nepal in a better way.
  - b. Similarly, at least 15 prominent media (including both national and international) should be invited in each city and around 5 members from government agencies relating to tourism, prominent tourism based regional associations and bodies affiliated by the government.
  - c. There will be at least 20-30 participants from NTB's side in each of the Event.

- d. The total number of participants in the Event is estimated to be around 80-100.

## 7. Major Responsibilities and Duties of the Marketing Consultant

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

### 7. (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 (6) 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 the invitees for assured attendance.
- d. NTB itself shall invite the participants as per the Section (6.c) of the TOR. However, the Marketing Consultant shall invite the participants through its channel if NTB suggests any names for the invitees.

### 7. (2). Regarding the Venue and Menu and other Facilities

The Marketing Consultant shall be responsible for making all necessary actions to make sure that the 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 at least two, preferably three Venues in prime location (central/easily accessible) in each city appropriate for the requirement of NTB's event.
- b. The Venue shall accommodate the 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 with upto 15 tables and four chairs for each table for organizing B2B sessions. The B2B sessions can also be done in the same hall with arrangements of tables and chairs. The exact number of table and seating styles shall be determined during signing the agreement upon mutual discussion.
- d. The venue must have a separate Head table to accommodate 3-5 dignitaries/ NTB representative.
- e. The Marketing Consultant shall book the proposed Venues for the Event.
- f. The Proposal shall include other details as required in the Excel Sheet attached herein.

#### Menu

- g. The Marketing Consultant shall mention the major items included in the Menu in the Excel Sheet provided herein.
- h. **There shall not be inclusion of beef in the Menu.**
- i. 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.
- j. The Marketing Consultant shall manage for the Menu as decided above.

#### Other Facilities in the Venue

- k. The Venue shall have Audio Visual (AV) Facilities. (wireless Mikes, Projector, Pointer & Laptop)

- l. The Marketing Consultant shall manage the technician in the Venue to make necessary connections of Audio Visual Presentation and smooth working of AV facilities during the Event. The
- m. Marketing Consultant shall make an arrangement of backdrop of a suitable size. The necessary design/graphics could be provided or be requested to Marketing Consultant.

#### 7. (3) Regarding other requirements

The Marketing Consultant shall fulfil the following requirements:

- a. The Marketing Consultant shall stand as a 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 NTB demands so.
- d. The Marketing Consultant shall assist NTB and Nepali participants by extending suggestions or assistance for finding appropriate accommodation in the city if NTB seeks such assistance.

#### 7.(4) Submission of Report of the Event

The Marketing Consultant shall submit its Report on the Event within 15 days after the completion of the latest Event conducted by the Agency. The Report shall, *inter alia*, include the following components:

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

#### 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 Event. 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 Charge 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. Submitting Proposal for an event in a single city or less than all cities**

- a. A Marketing Consultant can submit its proposal for 1(one) sales mission or multiple sales mission program with cost breakdown for mentioned cities of the Event.
  - b. Marketing Consultant can provide up to a maximum of 3 options of Venue per city for the event.
10. In the 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 too. NTB has sole right to select the Marketing Consultant for only Marketing Consultancy services by paying only the amount as per the clause 8 (a) of the TOR. In such condition, the Marketing Consultant has to work to coordinate with VENUE and to manage the Menu if NTB decides the VENUE and MENU on its own.

**11. Mode of Payment**

NTB shall make payment to the party whose proposal is approved and selected for the job. NTB shall make a contract with the selected Marketing Consultant. The modality of payment shall be as per the terms and conditions agreed upon by both NTB and the party selected for this job.

Should you be interested to execute Nepal sales mission, as per above requirements, please submit the Quotation with detailed cost breakdown and upload in our website tenders.ntb.gov.np by the deadline given in the website. For further query, if any, please write to us at [sthapaliya@ntb.org.np](mailto:sthapaliya@ntb.org.np), [snepali@ntb.org.np](mailto:snepali@ntb.org.np), and cc to [ceo@ntb.org.np](mailto:ceo@ntb.org.np) and [lgautam@ntb.org.np](mailto:lgautam@ntb.org.np).

Also upload this TOR along with the quotation with the authorized signature and stamp. If you need graphics of Nepalese tourism, kindly visit our website: [www.ntb.gov.np](http://www.ntb.gov.np) or 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: .....

COST BREAKDOWN AS PER THE TOR						
OPTION 1	Nepal Sales Mission in South India (Kochi, Coimbatore & Madhurai)			Nepal Sales Mission-West India (Ahemdabad, Vadodara & Surat)		
	Kochi (15th May, 2023)	Coimbatore (17th May, 2023)	Madhurai (19th May, 2023)	Ahemdabad (2nd June, 2023)	Vadodara (4th June, 2023)	Surat (6th June, 2023)
Particulars						
Marketing Consultancy Charges						
Venue Charges						
Name of the Venue/Hotel						
Menu Charges						
Menu Details (You can mention in this sheet or attach a separate sheet with detailed menu & liquor charges.)						Menu Requirements: (as per the "Remarks" in the TOR a. Tea/Coffee and Cookies b. Liquor Menu (Preferably keeping Bar Open for 2 hrs. or on Consumption) b. 3 Course Meal with Starters, Main Course and Desert c. No Beef
AV Charges						
AV Details (Please enter or attach a separate sheet if needed)						AV Requirements: a. Podium Mike b. 2 wireless Mikes c. Projector with Screen and Laptop
Other Charges						
Other Charges Details (You can mention in this sheet or attach a separate sheet if needed)						
Total Charges						

OPTION 2	Nepal Sales Mission in South India (Kochi, Coimbatore & Madhurai)			Nepal Sales Mission-West India (Ahmedabad, Vadodara & Surat)			Remarks
	Kochi (15th May, 2023)	Coimbatore (17th May, 2023)	Madhurai (19th May, 2023)	Ahmedabad (2nd June, 2023)	Vadodara (4th June, 2023)	Surat (6th June, 2023)	
Particulars							
Marketing Consultancy Charges							
Venue Charges							
Name of the Venue/Hotel							
Menu Charges							
Menu Details (You can mention in this sheet or attach a separate sheet with detailed menu & liquor charges.)							Menu Requirements: (as per the "Remarks" in the TOR a. Tea/Coffee and Cookies b. Liquor Menu (Preferably keeping Bar Open for 2 hrs. or on Consumption) b. 3 Course Meal with Starters, Main Course and Desert c. No Beef
AV Charges							
AV Details (Please enter or attach a separate sheet if needed)							AV Requirements: a. Podium Mike b. 2 wireless Mikes c. Projector with Screen and Laptop
Other Charges							
Other Charges Details (You can mention in this sheet or attach a separate sheet)							
Total Charges							








OPTION 3 Particulars	Nepal Sales Mission in South India (Kochi, Coimbatore & Madhurai)			Nepal Sales Mission-West India (Ahemdabad, Vadodara & Surat)			Remarks
	Kochi (15th May, 2023)	Coimbatore (17th May, 2023)	Madhurai (19th May, 2023)	Ahemdabad (2nd June, 2023)	Vadodara (4th June, 2023)	Surat (6th June, 2023)	
Marketing Consultancy Charges							
Venue Charges							
Name of the Venue/Hotel							
Menu Charges							Menu Requirements: (as per the "Remarks" in the TOR a. Tea/Coffee and Cookies b. Liquor Menu (Preferably keeping Bar Open for 2 hrs or on Consumption) b. 3 Course Meal with Starters, Main Course and Desert c. No Beef
Menu Details (You can mention in this sheet or attach a separate sheet with detailed menu & liquor charges.)							
AV Charges							AV Requirements: a. Podium Mike b. 2 wireless Mikes c. Projector with Screen and Laptop
AV Details (Please enter or attach a separate sheet if needed)							
Other Charges							
Other Charges Details (You can mention in this sheet or attach a separate sheet if needed)							




