

**Terms of Reference for PR Agency for Organizing  
Nepal's Sales Mission in USA & Canada- 2018**

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**Nepal Tourism Board (NTB), the National Tourism Organization of Nepal is planning to organize a Sales Mission in USA & Canada. The cities & dates we are looking into are:**

- 1. Vancouver, Canada - 20<sup>th</sup> June 2018**
- 2. Seattle, USA - 22<sup>nd</sup> June 2018**
- 3. San Francisco, USA - 25<sup>th</sup> June 2018**
- 4. Los Angeles, USA - 27<sup>th</sup> June 2018**

**As such you are requested to submit your proposal along with the PR service charges (which includes PR fee plus accommodation/transportation/other logistic charges) per city.**

**PR Agency shall be responsible for the following:**

1. Organize workshop of approximately 60-80 mid to high level professionals from the Tourism industry in each city interested to have information concerning Nepal either to feature that destination in their production or to promote Nepal in a better way.
2. Similarly at least 15 prominent media (including both national and international should be invited in each city.
3. The PR Agency shall assist/recommend NTB in selecting and confirming venue and menus for the program in each city.
4. The PR Agency shall select the relevant trade & media and shall invite them with electronic invitations with CC copies to NTB.
5. The PR Agency shall designate a team member to supervise and execute all necessary preparations at the venue in each city.
6. PR agency shall make arrangement to provide AV facilities if NTB requests.
7. The selected PR Agency shall provide Market update /Market trend to NTB prior to the event. Such insights on market can be sent to NTB through email.
8. The PR Agency shall match the correct audience of leisure/ MICE/adventure Travel Trade with special focus on those selling South Asia while preparing target invitee list.
9. The PR Agency shall do the compilation of database of travel trade, media and other important stakeholders in each city with all contact details.
10. The PR Agency shall follow up as the RSVP of all the invitees for assured attendance
11. NTB shall provide the Nepal promotional collateral and souvenirs for the distribution to the invitees.

12. The PR Agency shall assist NTB personnel in booking accommodation and travel logistic arrangements in the cities where the program is organized.
13. The PR Agency shall be responsible for compiling of post media coverage of event and forwarding the same to NTB.
14. The PR Agency shall provide post-Sales Mission report to NTB. It shall prepare and submit complete Sales Mission Report within 15 days after completion of the program along with photos, media clippings /coverage, analysis and recommendations.
15. NTB shall have the sole right to select or reject any/all proposal in its partial or complete form.
16. NTB shall pay all costs as mutually agreed in the contract/agreement for venue/menu/AV and any other logistics to the hotels directly. If NTB by any reason cannot make payment to the selected hotel directly, the PR Agency in such case shall assist NTB by making payment to the hotel on behalf of NTB. NTB shall reimburse such amount to the PR Agency upon submission of the invoice along with proof of payment made towards the hotel.
17. NTB shall make payment to the party whose proposal is approved and selected for the job. The modality of payment shall be as per the terms and conditions agreed upon by both NTB and the party selected for this job.

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