

## **Terms of Reference for PR Agency for Organizing**

### **Nepal Sales Mission in India**

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**Nepal Tourism Board (NTB), the National Tourism Organization of Nepal is planning to organize a Sales Mission in India. The Sales Mission will be held in Ahmedabad (2<sup>nd</sup> July), Surat (4<sup>th</sup> July) and Pune (6<sup>th</sup> July) 2018.**

**You are requested to submit your proposal along with the PR service charges per city as per the following requirements:**

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

1. Organize workshop in each city of approximately 85-90 participants including Nepali delegates/participants. Total number of Nepali participants will be around 25. The PR Agency shall invite about 60-65 number of participants from the Indian Tourism industry and media interested to have information concerning Nepal either to feature that destination in their production or to promote Nepal in a better way. The workshop in general shall be conducted as follows:
  - Registration of Guests
  - Presentation about Nepal
  - Speech by Esteemed guests
  - B2B Sessions
  - Cocktail Dinner/Dinner
2. The PR Agency shall invite about 10 prominent media (including both national and international) each destination (city). The PR Agency shall make sure that there will be presence of at least 45 travel tour companies, and there shall not be more than one participation/representation from a company. The PR Agency shall make its best effort to invite higher level participation from each company so that the participant can make a business-decision in the program.
3. The PR Agency shall assist/recommend NTB in selecting and confirming venue and menus of the program in each city. The PR Agency has to submit the recommendation form for hotel/venue attached herewith.
4. The PR Agency shall select the participants 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 provide Screen and Sound facilities (AV facilities) if NTB demands.
7. The PR Agency should facilitate NTB officials participating in the Sales Mission with required hotel accomodation and air/land travel arrangement in/to the above mentioned cities
8. The PR agency shall coordinate with the selected venue on behalf of NTB for all necessary logistic arrangements and finalizing the floor plan and flow of event for the sales mission program in each city.
9. The PR Agency shall provide post-Sales Mission report to NTB. The Agency 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.
10. The PR Agency shall be responsible for compiling of post media coverage of event and forwarding the same to NTB.
11. The selected PR Agency can provide Market update /Market trend to NTB prior to the event. Such insights on market can be sent to NTB through email.

12. 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.
13. The PR Agency shall do the compilation of database of travel trade, media and other important stakeholders who are present in programme in each city with all contact details.
14. The PR Agency shall do RSVP & follow up of all the invitees for assured attendance.
15. NTB shall provide the Nepal promotional collateral and souvenirs for the distribution to the invitees
16. 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.
17. NTB shall have sole right to select or reject any proposal in its partial or complete form.
18. 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.
19. The selected PR Agency should quote the price in US dollar including all applicable taxes and present the invoice for payment in US Dollar. However, if a company based/registered in India wins the bid and is awarded the job, in such condition, the company should produce its invoice in equivalent Indian currency. The price quoted in US dollar shall be converted into equivalent Indian currency at the USD conversion rate on the date of signing the ToR.

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.welcomenepal.com by the deadline given in the website. For further query, if any, please write to us at [nandy@ntb.org.np](mailto:nandy@ntb.org.np), [npokharel@ntb.org.np](mailto:npokharel@ntb.org.np), [krtimalsena@ntb.org.np](mailto:krtimalsena@ntb.org.np), [rregmi@ntb.org.np](mailto:rregmi@ntb.org.np), cc to [ceo@ntb.org.np](mailto:ceo@ntb.org.np), [nandy@ntb.org.np](mailto:nandy@ntb.org.np) and [spanta@ntb.org.np](mailto:spanta@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.welcomenepal.com](http://www.welcomenepal.com) 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 this TOR.

Received by: .....

Organization: .....

Authorized Signature: .....

Date& Stamp: .....