



Terms of Reference (TOR) for PR Agency for Organizing Trade Orientations in Indian Cities

Nepal Tourism Board (NTB), the National Tourism Organization (NTO) of Nepal, is going to organize Trade Orientations to the Indian Tour Operators and Stakeholders in various Indian cities. The main objective of the Event is to educate the Indian outbound tour operators about Nepal and its various tourism products and 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.	Trade Orientations in Indian Cities	1-8 July 2019	a. Delhi-1 st July 2019 b. Ahmedabad- 3 rd July 2019 c. Mumbai- 5 th July 2019 d. Bengaluru - 8 th July 2019	

1. You are requested to submit your proposal along with the PR service charges for the Trade Orientations event.

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

3. PR Agency shall be responsible for the following work:

- a. Preparation of the List of Invitees
- b. Invitation of the guests for the Trade Orientations
- c. Necessary Correspondences
- d. Formulating/Suggesting the architecture of the Orientation Sessions
- e. Preparing a booklet on Nepal's Tourism appropriate for the Orientation Sessions
- f. Suggestion & Selection of the Venue
- g. Booking of the Venue
- h. Finalize the Menu
- i. Coordinate towards the execution of the Event Plan.

4. Construction of the Event:

- a. Registration of the Guests/Participants
- b. Orientation about Nepal and Question/Answer Session
- c. Speech by the Esteemed Guests
- d. Group Exercise and Quiz
- e. Lunch /Dinner

5. Composition of the Participants/Invitees:

- a. Approximately 80 to 85 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 10 prominent media (including both national and international) should be invited in each city and at least 5 members from government agencies relating to tourism, prominent tourism based regional associations and bodies affiliated by the government.
- c. The total number of participants in the Event is estimated to be 100.

6. Major Responsibilities and Duties of the PR Agency:

The major responsibilities of the PR Agency shall be as follows:

6. (1). Regarding the Invitees/Participants

- a. The PR Agency 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 PR Agency shall invite participants from the invitee list through electronic invitations or any other effective way.
- c. The PR Agency shall do RSVP & follow up of all the invitees for assured attendance.
- d. NTB itself may invite some participants for the event. However, the PR Agency shall invite the participants through its channel if NTB suggests any names for the invitees.

6. (2). Regarding the Venue and Menu and other Facilities

The PR Agency 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 PR Agency shall propose at least two, preferably three Venues in prime location (central/easily accessible) in each city appropriate for the requirements 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
- d. The venue must have a dais and a separate Head table to accommodate 2-4 dignitaries/ NTB representative.
- e. The PR Agency 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 PR Agency 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 PR Agency 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 PR Agency. Such changes in the cost of Menu shall be set as mutually agreed upon.
- j. The PR Agency 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 PR Agency shall manage the 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 PR Agency shall fulfil the following requirements:

- a. The main objective of the program is to educate the tour operators on various aspects of Nepalese Tourism and hence the PR Company has to come up with ideas on how the sessions could be planned in order to effectively execute the training sessions. The PR

company shall float with at least two or more ideas that can be possibly used as a part of the training sessions.

- b. Furthermore, PR company has to prepare booklets (containing information on Nepal's Tourism) to be distributed to all the participants in the orientations sessions. The PR Company shall send the detailed format of the booklet along with proposal. The content necessary for the booklet will be provided by NTB, if PR Company asks for it. The costs incurred towards the booklet printing should also be quoted separately.
- c. The PR Agency shall stand as a guarantee for booking the proposed Venues and Menu if needed.
- d. The PR Agency shall designate its staff to supervise necessary preparations and to execute the Event in each city.
- e. The PR Agency shall coordinate with the Venue to keep promotional materials sent by NTB, if NTB demands so.
- f. The PR agency shall assist NTB and Nepali participants by extending suggestions or assistance for finding appropriate accommodation in the city if NTB seeks such assistance.
- g. The PR agency shall assist NTB in conducting various events and interactive games among the participants.

6.(4) Submission of Report of the Event

The PR Agency 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.
- c. Photocopies 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 PR Agency

7. Components of Cost Breakdown in the Proposal:

The PR Agency shall present its total cost/charges, including all applicable taxes and charges, forworking as a PR Agency 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 PR Agency 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.

8. Submitting Proposal:

- a. The PR Agency can submit its proposal for the Trade Orientation Programs with cost breakdown for mentioned cities of the Event.
- b. The PR Agency can provide up to a maximum of 3 options of Venue per city for the event.

9. In the selection process of PR Agency, NTB mainly looks into the quality of the PR Agency. PR Agency is requested to submit/upload their profile and experiences too. Furthermore the quality and effectiveness of the ideas towards the training sessions would play an important role. NTB has sole right to select the PR company for only PR services by paying only the amount as per the clause 7 (a) of the TOR. In such condition, the PR Agency has to work to coordinate with VENUE and to manage the Menu if NTB decides the VENUE and MENU on its own.

10. 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 PR. 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.welcomenepal.com by the deadline given in the website. For further query, if any, please write to us at npokharel@ntb.org.np, krtimalsena@ntb.org.np, rregmi@ntb.org.np, and cc to ceo@ntb.org.np, nandy@ntb.org.np and 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 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: