

**Terms of Reference for PR Agency for Organizing  
Nepal's Promotion Program at ITB, Berlin 2020**

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**Nepal Tourism Board (NTB), the National Tourism Organization of Nepal is planning to organize a Nepal Evening/Visit Nepal 2020 promotion program during ITB 2020 as follows:**

- 1. During ITB 2020 (On 5<sup>th</sup> March evening)**

**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).**

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

1. Organize Nepal Evening program for approximately 150 – 200 mid to high level professionals from the Tourism industry 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 - 20 prominent media (including both national and international should be invited for the program.
3. **NTB shall fix the venue/menu/AV and any other logistics required for the event and shall make the payment directly to the parties/venue for their services.**
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.
6. 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.
7. 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.
8. The PR Agency shall do the compilation of database of travel trade, media and other important stakeholders with all contact details.
9. The PR Agency shall do regular follow up for the RSVP of all the invitees for assured attendance and report the same to NTB periodically before the event. The PR Agent will try its best to ensure maximum quality turnout.
10. NTB shall provide the Nepal promotional collateral and souvenirs for the distribution to the invitees.
11. The PR Agency shall be responsible for compiling of post media coverage of event and forwarding the same to NTB.

12. The PR Agency shall provide post-Nepal Evening report to NTB. It shall prepare and submit complete Report on the program within 15 days after completion of the program along with photos, media clippings /coverage, analysis and recommendations.
13. NTB shall have the sole right to select or reject any/all proposal in its partial or complete form.
14. 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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