

**Terms of Reference for PR Agency for Organizing
Sales Mission in Europe**

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Nepal Tourism Board, the National Tourism Organization of Nepal is planning to organize a Sales Mission in Europe post ITB Berlin 2018. The cities we are looking into right now are Warsaw, Poland (13 March), Vienna, Austria (15 March) and Zurich, Switzerland (18 March).

As such 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 of approximately 50-70 participants 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 10 prominent media (including both national and international) should be invited in each destination (city).
3. The PR Agency shall assist/recommend NTB in selecting and confirming venue and menus of the program in each city.
4. The PR Agency shall select the participants and shall invite them with electronic invitations with CC copies to NTB and the participants from Nepal side.
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 if NTB demands.
7. 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.
8. The PR Agency shall be responsible for compiling of post media coverage of event and forwarding the same to NTB.
9. The PR Agency shall provide a personal Destination Briefing to all Nepalese Tour Operators- Prior to Sales Mission.
10. Shall match the correct audience of leisure/ MICE/adventure Travel Trade with special focus on those selling south Asia while preparing target invitee list.
11. Shall do the compilation of database of travel trade, media and other important stakeholders in each city with all contact details.
12. Shall do RSVP & follow up of all the invitees for assured attendance
13. 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.
14. Nepal Tourism Board shall have sole right to select or reject any proposal in its partial or complete form.