



Nepal Tourism Board

Terms of Reference for Marketing Consultant to Organize Sales Mission Program in the Thailand, Cambodia and Vietnam

Nepal Tourism Board (NTB), the National Tourism Organization of Nepal, is going to organize Sales Mission in Thailand, Cambodia and Vietnam. The main objective of the Event is to promote Nepal as a Premier Destination. The cities & dates of the Event are as follows:

S.N	Program	Dates	Cities	Remarks
1.	Sales Mission in Thailand, Cambodia and Vietnam	25 Feb -05 March 2023	a. Bangkok, Thailand- b. Phnom Penh, Cambodia c. Ho Chi Minh, Vietnam d. Hanoi, Vietnam	Snacks followed by Buffet Lunch/Dinner

1. Marketing Consultant shall be responsible for the following work:

- a. Invitation of the guests for the Destination Promotion Program
- b. Necessary Correspondences
- c. Suggestion & Selection of Venue
- d. Booking of the Venue
- e. Finalize the Menu
- f. Coordinate towards execution of event plan.

3. Construction of the Event:

- a. Registration of Guests/participants
- b. Presentation about Nepal and Question/Answer Session
- c. Dinner /Lunch

4. Composition of the Participants/Invitees:

- a. Approximately 70-80 high level professionals from the Tourism industry in each city selling Nepal or interested to sell Nepal, seek to have information to feature the destination in their production or to promote Nepal in a better way.
- b. There will be at least 15 participants from Nepal Association of Tour and Travel Tour Agents, participants from Nepal Embassy in each nations wherever appropriate (yet to be decided) and 4 participants from NTB and Ministry of Culture, Tourism and Civil Aviation in the Event.
- c. The total number of participants in the Event is estimated to be 80-100.

5. Major Responsibilities and Duties of the Marketing Consultant

The major responsibilities of the Marketing Consultant shall be as follows:

5. (1). Regarding the Invitees/Participants

- a. The Marketing Consultant shall match the correct audience of Leisure/ MICE/ Adventure/ Spiritual and Religious Travel Trade with special focus on those selling Nepal while preparing target invitee list as per the Section (4) of the TOR.
- b. The Marketing Consultant shall invite participants from the invitee list through electronic invitations or any other effective way with CC copies to NTB
- c. The Marketing Consultant shall do RSVP & follow up of all the invitees for assured attendance.
- d. NTB itself shall invite the participants as per the Section (4.c) of the TOR. However, the Marketing Consultant shall invite the participants through its channel if NTB suggests any names for the invitees.

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

The Marketing Consultant 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 Venue shall accommodate the participants of the Event comfortably.
- b. The Venue shall accommodate the invited participants in a theatre-sitting style for the formal event and rectangular bench table with two chair for B2B meeting. (The tables shall be decided as per the number of sellers confirmed by NTB)
- c. The venue must have a dais and a separate Head table to accommodate 3-6 dignitaries/ NTB representative.
- d. The Marketing Consultant shall book the proposed Venues for the Event.

Menu

- e. The Marketing Consultant shall confirm the menu behalf of NTB with discussion with respective unit executing this event.
- f. The Marketing Consultant 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 Marketing Consultant. Such changes in the cost of Menu shall be set as mutually agreed upon.

Other Facilities in the Venue

- g. The Venue shall have Audio Visual (AV) facilities(wireless Mikes, Projector, Pointer & Laptop)
- h. The Marketing Consultant shall manage the technician in the Venue to make necessary connections of Audio Visual Presentation and smooth working of AV facilities during the Event.

5. (3) Regarding other requirements

The Marketing Consultant shall fulfil the following requirements:

- a. The Marketing Consultant shall stand as a guarantee for booking the proposed Venues and Menu if needed.**
- b.** The Marketing Consultant shall designate its staff to supervise necessary preparations and to execute the Event in each city.
- c.** The Marketing Consultant shall coordinate with the Venue to keep promotional materials sent by NTB, if NTB demands so.
- d.** The Marketing Consultant shall assist NTB with suggestions or assistance for finding appropriate accommodation in the city if needed.
- e.** The Marketing Consultant shall provide interpreter during presentation period and attending any Q&A session

5.(4) Submission of Report of the Event

The Marketing Consultant shall submit its Report of 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 of the Event
- b. Names of participants along with contact details and emails.
- 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 Answers during the Event
- h. Major activities in the Event
- i. Other major observation and suggestions from the Marketing Consultant

6. Components of Cost Breakdown in the Proposal

The Marketing Consultant shall present its total cost/charges, including all applicable taxes and charges, for working as a Marketing Consultant as per the TOR for the Event. The Cost must be presented for the Event in each city.

- a. Service Charge for working as a Marketing Consultant 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. In the selection process of Marketing Consultant, NTB mainly looks into the quality of the Marketing Consultant. Marketing Consultant is requested to submit/upload their profile and experiences too. NTB has the sole right to select the PR company for only PR services by paying only the amount as per the clause 6 (a) of the TOR. In such condition, the Marketing Consultant has to work to coordinate with VENUE and to manage the Menu if NTB decides the VENUE and MENU on its own.

9. 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 Sales Missions Program, 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 sshrestha@ntb.org.np , sagars@ntb.org.np, and cc to ceo@ntb.org.np , lgautam@ntb.org.np and spanta@ntb.org.np.

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: