

INDIA TOURISM FRANKFURT
Baseler Strasse 48, 60329 Frankfurt, Germany

No. ITF/6-Seminars/2015-16/CIS

13th Jul 2015

Tender Notice for appointing PR Agency/ Event Manager for Travel Agent's Know India Seminars in 6 cities of CIS countries

India Tourism, Frankfurt invites Quotations from reputed Public Relations / Event Management Agencies with experience in working with National Tourism Organizations for organizing of the **Incredible India Agent's Know India Seminars** in six cities of CIS countries as mentioned below.

A. Background

Objective: The objective is to invite the front office staff of Travel Agents, Tour Operators with programmes to India and also with potential to have programmes to India give them an opportunity to know about the products and various developments that have taken place in India, especially the niche markets of MICE, Medical Tourism, Rural Tourism, Wellness Tourism, Luxury Trains etc.

Name of Cities:

City	Date
Minsk, Belarus	11 th Aug 2015
Astana, Kazakhstan	25 th Aug 2015
Almaty, Kazakhstan	26 th Aug 2015
Bishkek, Kyrgyzstan	07 th Sept 2015
Dushanbe, Tajikistan	09 th Sept 2015
Ashgabat, Turkmenistan	11 th Sept 2015

Venue: Preferably in centrally located high end hotel in each city.

Event format:

1830-1900 Registration and traditional welcome

1900-1905 Welcome by representative of India Tourism, Frankfurt

1905-1915 Address by H.E. The Ambassador of India/ Embassy Representative (TBC)

1915-1930 Presentation by India Tourism

1930- 1945 Open House

1945-2015 Cultural performance

2015 onwards Reception (Indian/ local cuisine)

B. Scope of Work:

1. The agency will be fully responsible for the successful management of the Seminars as detailed in the preceding paragraphs.
2. The agency shall be responsible for the invitations as follows:-

- a. The agency should provide India Tourism, Frankfurt the list of Tour Operators/Travel Agents, major Tour Operators/Travel Agents who do not promote India, influential media persons/ journalists from print, television and online media and also managers and their staff, personals from select airlines to be invited.
 - b. Agency will design invitation cards and get it approved from India Tourism, Frankfurt.
 - c. Arrangement for printing and mailing of the invitation cards.
 - d. Response system management for ensuring the attendance of the very best targeted audience.
 - e. The target audience per city is restricted to 40. However, the agency should inform the number of participants expected in each city so as to enable the office to provide logistics.
3. The agency will be responsible to select and book the best centrally located hotel (two halls) as the venue in each city and to coordinate for all other requirements like Reception, Distribution of tourist literature, hire of equipments for A/V presentation (Laptop, LCD Projector, Screen, Microphones and Speakers), staff on duty, hire of one hostess preferably in Indian costume / saree.
 4. Liaison with the Hotel on a day to day basis.
 5. To arrange for editorial / PR reports in some influential media both Print & electronic about the Seminars.
 6. They are required to work close collaboration with the Embassy of India / Consulate General of India, in respective cities if any for the list of invitees.
 7. To organize and set up Indian decoration and Incredible India Branding at venue.
 8. The snacks should have distinct Indian flavor.
 9. To make arrangements for accommodation in some hotels and transports to delegates (officials from India Tourism) at reasonable rates, if required, in consultation with Indiatourism Frankfurt.

C. Other Conditions:

1. The number of invites with their company name, designation and address should be **furnished at least 10 days before the event in each city.**
2. The extent of media coverage that can be expected may also be mentioned.
3. The quotation should cover the cost of organization, which would include the logistics of the events, travel and accommodation of staff and all miscellaneous expenditure of the agency in the format as mentioned at section D (2) b.
4. The agency should charge a consolidated amount for their services as handling, sending emails, RSVP, etc.
5. India Tourism will pay directly to the hotel for the venue of the event, hiring of equipments, dinner, cocktail and snacks etc.
6. The cost of any other work if the agency is asked to do will be decided prior to commencement of the work and it would be paid on the basis of third party bills.

7. The quotation should be sent in English only and all costs mentioned should be in Euros.

D. Submitting of Application:

1. **The quotation should be sent in a sealed cover clearly marked ‘Quote for Travel Agent’s Know India Seminars in 6 cities of CIS countries, by courier or post only to Regional Director, India Tourism Frankfurt, Baseler Strasse, 48, 60329, Frankfurt am Main, Germany latest by 27th Jul 2015.**
2. The quotation should contain the following:
 - a) A brief profile of the agency with previous experience in working with National Tourism Organizations.
 - b) Consolidated agency charges for all four locations with a clear breakup of what is included (The agency charges should include all items mentioned in C. 3 & C.4 above.

b) Costing in the following format:

City	Agency Fee (€)	Invitation Management (€)	Travel Cost (€)	Other Cost (€)	Total (€)
Minsk, Belarus					
Astana, Kazakhstan					
Almaty, Kazakhstan					
Bishkek, Kyrgyzstan					
Dushanbe, Tajikistan					
Ashgabat, Turkmenistan					
Grand Total					

E. Payment: Payment to the selected PR Agency will be made after the successful completion on submission of all Invoices and detailed report.
