

INDIATOURISM FRANKFURT

No. ITO/FRA/Seminar/Russia/CIS-2017-18

25 July 2017

TENDER NOTICE FOR APPOINTMENT OF PR AGENCY/ EVENT MANAGER FOR AGENT SEMINARS

India Tourism, Frankfurt invites Quotations from reputed agencies with strong background in Public Relations and Event Management and with experience in working with National Tourism Organizations for organizing the **Incredible India Seminars for Tour Operators/Agents** in Russia, CIS, Russian Speaking region. The details are as given below:

A. Background

Objective : The objective is to invite the Product Manager and Front Office Staff of Travel Agents, Tour Operators who are not sending tours to country and those with programmes to India and also those with potential to have programmes to India to give them an opportunity to know about the products and various developments that have taken place in India. An average of 60 to 80 agents/operators are to be targeted in each city.

Venues of Seminars:

The Seminars would be organized in various cities tentatively given as below:

Cities	Proposed Dates*
Samara	11.09.2017
Krasnoyarsk	12.09.2017
Krasnodar	20.09.2017
Volgograd	21.09.2017
Irkutsk	22.09.2017

*The proposed dates are tentative and may or may not change.

Who can Apply: Public Relations and Event Management Agencies based in Russia, CIS with experience in working with tourism related organizations (tour operators, airlines, hotels, National and State Tourism Organisations, etc.) can apply. Preference would be given to agencies who have handled similar assignments (i.e conduct of Travel Agents Seminars) for National Tourism Organisations.

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 following:
 - a. Provide India Tourism, Frankfurt the list of Tour Operators/Travel Agents, major Tour Operators/Travel Agents in the cities/region as well as list of their staff. The list may be divided into three categories i) who do not promote India. ii) who promote India iii) who have the potential of promoting India.
 - b. Design e-invites and get it approved from India Tourism, Frankfurt.
 - c. Inviting 60 to 80 agents/operators and journalist, media, opinion makers etc (additionally)

- d. Arrangement mailing of the e-invites to the selected list.
- e. Response system management for ensuring the attendance of the very best targeted audience.
- f. Reach target audience of an average of 60 to 80 per city. However, agency should inform the number of participants expected in each city.
3. The agency will be responsible to identifying and getting quotes from centrally located hotels as the venue in each city. The hotel should ideally be able to provide Indian cuisine.
4. The agency will coordinate for all other requirements like Reception, Preparation and distribution of kits, hire of equipment for A/V presentation (Laptop, LCD Projector, Screen, Microphones and Speakers), staff on duty and hire of one hostess, preferably someone who can carry Indian attire. The agency will be liaising with the venue hotel on a day to day basis.
5. To organize and set up Indian decoration and Incredible India Branding at the venue.
6. Design the course material and produce a presentation in Russian for the seminar as well as design and print certificates to be issued to the participants.
7. To make arrangements for accommodation in some hotels and transports to delegates at reasonable rates, if required, in consultation with Indiatourism Frankfurt.
8. To design issue and compile feedback form from the participants.
9. To provide a report at the end of each seminar with full list of participants, feedback and photographs of the event also in digital version.

C. Other Conditions:

1. The quotation should be lumpsum for each seminar/city and cover the cost of organizing the seminar/event, which would include the logistics of the events, hotel for the venue of the event, hiring of equipment, cocktail and snacks etc. and all miscellaneous expenditure of the agency like agency staff travelling, accommodation, printing etc. The cost for report and pictures should be included in the agencies' cost. No separate photographer will be engaged.
2. The cost of any other work if the agency is asked to do will be approved prior to commencement of the work and it would be paid on the actuals of third party bills.
3. The quotation should be sent in English only

D. Submitting of Application

1. **The quotation should be sent in a sealed cover clearly marked 'Quote for Seminars in Russia, CIS 2017-18' by courier or post to the Assistant Director, India Tourism Frankfurt, Baseler Strasse, 48, 60329, Frankfurt am Main, Germany so as to reach latest by 14st August, 2017.**
2. The quotation should be lumpsum in the format given subsequently. The following may be noted:
 - a. Quotation should be accompanied by a brief profile of the agency including details of previous work done, experience with NTOs and organising of Travel Agent Seminars.
 - b. Cost per city may be indicated and this cost should include lumpsum cost for all activities as mentioned in the scope of work para B1-9.

- c. The maximum travel and accommodation cost should be calculated and provided in order for comparison. However payment will be made against production of invoices. If the actual cost exceeds the sum quoted, it will be restricted to that quoted. However if it is less than the quoted sum, only the actuals will be reimbursed.
- d. The format for financial quotation is as given below:

Name of Cities	Agency Cost (Euro)	Organizing Seminar (maximum) (Euro)	Total (Euro)
Samara			
Krasnoyarsk			
Krasnodar			
Volgograd			
Irkutsk			

e. All costs should be in Euros and exclusive of taxes

E.Selection: Selection will be based on lowest quote per city.

F. Payment: Payment to the selected PR Agency will be made after completion of the Events and on submission of Invoices along with full report of the event including database and hard & soft copies of photographs.

Note:

- (i) India Tourism Frankfurt reserves the right to reject or accept any offer without assigning any reasons whatsoever.
- (ii) **Termination by default:** India Tourism Frankfurt reserves the right to terminate contract of any agency in case of change in the Government procedures or for unsatisfactory services at any time.

**Asstt. Director
India Tourism, Frankfurt**
