



**SUBJECT OF CONTRACT AWARD BY NEGOTIATED PROCEDURE: the marketing, representation, public- and media-relations services, the social-media account management and the operational support for the Russian and CIS markets for the year 2017**

**INTRODUCTION**

APT Servizi S.r.l. (APT) has planned a public- and media-relations and representation initiative in Moscow this year, covering all of Russia and the CIS countries, to implement the 2017 regional tourism promotion and marketing plan, as approved by Regional Decree 2383/2016, involving primarily international markets. APT is the Emilia-Romagna Region in-house company specialising in tourism promotion under Regional Law 4/2016.

Objectives:

- To take direct, timely action to develop and monitor a strategic market for the growth of the Emilia-Romagna region's tourist industry;
- To consolidate a network of regular contacts involving opinion leaders, stakeholders, decision-makers, and trade and media influencers who can contribute to shaping and positioning Emilia-Romagna's image while conveying the values and the excellence of the region's tourist offering to the market;
- To advise, assist and orient APT in devising the promotional initiatives to implement, including obtaining socio-economic, financial and tourism-specific data in real time;
- To encourage and exploit new business opportunities for Emilia-Romagna's incoming-tourism enterprises;
- To promote the region and raise its profile through targeted media-relations campaigns and modern word-of-mouth systems (social media);
- To boost and increase inbound tourism to Emilia-Romagna through continual targeted promotional and marketing initiatives.

**OUTLINE OF CORE SERVICE**

- Exclusive representation of the Emilia-Romagna tourist sector in Russia and the CIS countries;
- Exclusive promotion of Emilia-Romagna's tourist offering in Russia and the CIS countries;

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- Constant monitoring of the outbound tourism industry and market in Russia and the CIS countries, partly with reference to the current economic situation in these countries, including regular reports to APT with statistics, trends, etc.;
- Organising APT's presence at tourism-promotion events that APT may wish to attend in 2017 throughout Russia and the CIS countries (fairs, workshops, promotional evenings, seminars, press conferences, visits to media outlets and tour operators, etc.) – including procuring goods and services in situ under a signed supply contract, paid for in the local currency (e.g. roubles), which APT will reimburse in euros, subject to approval of the quote;
- Organising exploratory missions with B2B meetings in emerging and potential markets in the CIS bloc, either directly (as APT's representative) or with an APT officer;
- Support in organising public- and media-relations initiatives for APT in 2017 throughout Russia (e.g. press conferences and promo nights with the media) or exclusive press trips to Emilia-Romagna for Russian journalists and influencers – including recruitment and, for press trips, accompanying guides;
- Support with organising exclusive promotional and marketing initiatives in Emilia-Romagna for tour operators from Russia or other CIS countries (workshops, fam trips, seminars, etc.) for APT in 2017 – including recruiting participants and, for fam trips, accompanying guides;
- Keeping the databases and mailing lists of operators and journalists from Russia and the CIS countries constantly up to date;
- Assisting tour operators from Emilia-Romagna in Russia;
- Providing a junior social-media editor to tell the story in Russian of Emilia-Romagna, its destinations, events and products, what's new for the 2017 season, etc., using APT's social-media accounts.

## THE AGENCY'S TECHNICAL AND PROFESSIONAL EXPERTISE

- 1) The agency must have provided similar services to those in this call for bids in the 3 years before this call's publication date.  
It must demonstrate that it meets this requirement through its professional profile and CV, which must include 3 case histories (1 for each of the years 2014, 2015 and 2016).
- 2) The agency must have a wide network of regular contacts in the trade, (tour operators, tour organisers, leisure associations, incentive houses, etc.), in the media (press agencies, contacts in the press, online media, radio and TV, freelance journalists, influencers, etc.), in the institutions, opinion leaders, employer associations in the sector, etc.  
It must demonstrate that it meets this requirement by providing a copy, in list form, of its Russian media and tour operator database (stating the company name and the contact person's name, surname and role).
- 3) The agency must be ready to run and manage a team of specialist experts with in-depth knowledge both of the tourist market in Russia and the CIS countries and of the Italian tourist arena and its offering. **At least 2 team members must be able to speak and write good Italian, English or both.**  
The agency must show that it complies with this requirement by submitting the CVs of the people proposed along with a summary table stating their role in the service

project, their experience in similar projects, and the languages that they can speak and write well.

The above documents (the agency's professional CV/profile with 3 case histories, a copy of the database, the team members' CVs, and the team summary table) are an integral part of the technical bid. If any are missing, then the bid will be rejected.

### TECHNICAL BID

The technical bid must comprise a complete, detailed technical report (an original, not a copy) structured as follows:

- I. general elements of the core services and deliverables (a report describing the mandatory contractual services);
- II. the improvements that the core services and deliverables will provide (stating the additional improvement services/deliverables included in the financial bid);
- III. documents demonstrating the agency's technical and professional expertise, for evaluation (as stated under THE AGENCY'S TECHNICAL AND PROFESSIONAL EXPERTISE above).

The technical bid must be signed legibly in full by the agency's legal representative. It must be written in English or Italian; no other languages will be accepted.

### AWARD CRITERION

The winning bid will be the one adjudged the most economically advantageous (under article 95 of Legislative Decree 50/2016) by a scrutiny committee appointed by the APT Chairman and General Manager after the bid submission deadline has expired. The following weighting applies:

- Technical bid: max 80 points
- Financial bid: max 20 points

TOTAL: max 100 points.

### ASSESSMENT OF TECHNICAL BID – CRITERIA AND SCORING

TECHNICAL AND PROFESSIONAL EXPERTISE		TOTAL 75 points
Experience and expertise in running the services in question – assessment of the agency's professional profile and CV and the 3 case histories  Criterion type: qualitative	30 points	Excellent: 30 points  Good: 20  Adequate: 15  Inadequate: 5  Impossible to assess: 0

Database quality, effectiveness and relevance – assessment of the agency's contact database  Criterion type: qualitative	20 points	Excellent: 20 points Good: 15 Adequate: 10 Inadequate: 6 Impossible to assess: 0
Human resources' knowledge of the sector, market, product and foreign languages – assessment of the CVs and team summary table. The highest scores will be given to bids with the most effective, highest-quality organisational and operational solutions that best meet APT's requirements.  Criterion type: qualitative	25 points	Excellent: 25 points Good: 29 Adequate: 12.5 Inadequate: 6 Impossible to assess: 0
<b>IMPROVEMENT SERVICES</b>		<b>TOTAL 5 points</b>
Assessment of the benefits of the proposed improvements in light of APT's requirements.  Criterion type: qualitative	5 points	Good: 5 points Adequate: 2.5 Impossible to assess: 0

### QUALIFYING THRESHOLD

If the technical bid scores fewer than 40 points out of 80, then the financial bid will not be opened, and the bid will be rejected.

### CONTRACTING MAXIMUM BUDGET

€50,000.00 INC. VAT and TAXES APPLICABLE IN RUSSIA

Financial bids whose price exceeds the contracting authority's budget are considered as unacceptable.

### DURATION OF SUPPLY OF THE SERVICE



The service will begin on the date when the contract is signed and will continue until 31 December 2017.

## **FINANCE AND PAYMENT**

The service will be financed from the APT budget under the items for the relevant years. The expenditure will be booked to the relevant expenditure item and budget code. APT will make payments in 4 separate tranches after receiving a work progress report and within 30 days of receiving the relevant invoices, once it has established that the service has been duly provided. Invoices must be issued in euros. The agency must be specifically authorised (by the competent Russian authorities) to receive payments in euros.