



Rimini, April 4, 2108

NON OFFICIAL TRANSLATION

In line with the Promotional Plan for the year 2018, Apt Servizi wants to promote the Emilia Romagna destination and its excellence on the UK market.

The tourist board expects the proponents' proposals to suggest a strategy for **“Communication and PR services for the Emilia Romagna region in the UK market”** and **this proposal suggests and offer strategies and services to comply with the goals listed below, to be developed 0annually in 2018 but with with the possibility of renewal for 2019 and 2020 upon written notice**

The location for which to perform the service is that of Rimini, P.zzale F. Fellini 3 and Bologna Viale Aldo Moro 62; given the nature of the service, the presence of the supplier in the specified location is not required.

Project description and objectives

- Increase and consolidate awareness of Emilia Romagna/Via Emilia as a year-round tourism and leisure destination amongst UK (new) media and, consequently, consumers and trade tour operators.
- Promote the destination through the Via Emilia- Experience the Italian way of life, Wellness valley, Motor valley, and all their excellencies combined with new themes like FICO Eataly World, Lambrusco wine new reputation, Castles of Emilia Romagna, family travelers, 50+, Slow tourism destination (Pilgrim's path and trekking)
- Run an efficient press office in the UK, supplying information quickly and thoroughly in response to enquiries
- Proactively broaden the media contacts of Emilia Romagna, specifically building contacts in the national and regional press/media and consumer/trade titles
- Secure positive coverage on various platforms including, print, online and broadcast
- Increase UK visitor numbers to Emilia Romagna

Minimum activities to carry out for the implementation of the project

Press office requirements should include a presentation of an annual plan of activities followed by regular updates, in particular:

- Regular programme of press releases/newsletter (minimum 8)
- 4 per year listing of main topics to improve exposure on social media accounts
- Media meetings (to be hold by the agency)
- Media road show (to be hold together with us, ideally two - minimum one with 5 meetings secured)
- Press trips minimum
 - 5 individuals
 - 2 groups attended by 4/5 journalist (Invitation and organizational support for travel, presence of a team member and follow-up on certain topics agreed upon. The on-the-ground costs of these press trips are excluded from this contract)
- Review and restyle of press pack information material
- A training session on markets and media trends to be held in December 2018, alternatively Organization and attendance of N. 1 training session for agents and incoming operators to be held in ER
- Media monitoring and press cut service and reporting for magazines and value generated
- Assistance at WTM
- Attendance of N. 1 workshop or b2b activity to be held in London or UK
- Regular updates and reports on the activity and final report to be presented at WTM

Essential requirements:

- At least 3 years of experience with destination PR with an Italian region
- Proved experience of strong understanding of an Italian tourist board budget allocation, procedures, planning methods and limits as well as last minute deeded actions.
- Nonexistence of on-going contract with competitor regions

Demonstrated additional experience or services like the following will be considered as a bonus during the review process

- Access to an international network of PR agencies
- Experience in the following fields Art&Culture, Music, Social media, Publishing, consumer and lifestyle
- Knowledge and connection with the travel industry
- Crisis management

- Team working on the account should have deep knowledge of the product and the region

The evaluation criteria for the technical offer are as follows

Criteria	points	Score
Essential requirements	80 points	
At least 3 years of experience with destination PR with an Italian region	20 points	Excellent - 20 points Good - 15 points Sufficient - 10 points Insufficient - 5 points Not estimable - 0
Proved experience of strong understanding of an Italian tourist board budget allocation, procedures, planning methods and limits as well as last minute deeded actions.	20 points	Excellent - 20 points Good - 15 points Sufficient - 10 points Insufficient - 5 points Not estimable - 0
Mancanza di contratto in corso con altre enti turistici regionali concorrenti	20 points	Excellent - 20 points Good - 15 points Sufficient - 10 points Insufficient - 5 points Not estimable - 0
Additional experience	20 points	Excellent - 20 points Good - 15 points Sufficient - 10 points Insufficient - 5 points Not estimable - 0
total		80 points