



Rimini, April 4 2018

ENGLISH VERSION - NON OFFICIAL TRANSLATION

Subject: Technical specifications for “Communication and PR services for APT Servizi/Emilia Romagna region in the USA and Canada market”

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

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

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, Food Valley, Wellness valley, Motor valley, and all their excellencies combined with new themes like FICO Eatly 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 US, 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 US and Canadian 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 (minimum of 4 planned press releases on the main trendy focus of the year up to a maximum of further 5 extra press releases during the year, for any given topic aimed improving contents and maximize exposure of Emilia Romagna tourist destination on media and new media.
- Press trips minimum
 - n. 3 groups attended by 4/5 journalist/ influencer /opinion leader (Invitation and organizational support for travel, presence of a team member (if applicable) and follow-up on certain topics agreed upon. The on-the-ground costs of these press trips are excluded from this contract).
 - up to 5 individuals press tour - upon funds availability – focused on specific topics of interests for media.
- Organization and attendance of n. 1 media & Trade event possibly to be held in NY - eg. Workshop B2B – with tourist destination presentation of the Emilia Romagna Region and its private and public partners.
- Review and restyle of press pack information material
- Assistance and support for special media & trade events such during Indianapolis 500 Race (in 2018 on May 27) in order to maintain and strenghten institutional relationships with attending Motor Valley and Indianapolis authorities.
- Media monitoring and press cut service and reporting for magazines and value generated
- Regular updates and reports on the activity and final report (in July , September and December)
- Tourist trend & forecast report – in July and December - on Noth American travellers and forecast
- Final yearly report with video/or slide presentation – by December 10 – on coverage, analysis and trends of the year. In 2020 extra 3-year report.

Essential requirements:

- At least 3 years of experience with tourist destination PR with an Italian region
- Proved experience of strong understanding of Italian tourist board budget allocation, procedures, planning methods and limits as well as last minute needed 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	40 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 dedeed actions.	20 points	Excellent - 20 points Good - 15 points Sufficient - 10 points Insufficient - 5 points Not estimable - 0
Nonexistence of on-going contract with competitor regions	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