



TECHNICAL SPECIFICATIONS –PR&MR agency, communication and press office service – in Poland - 2022 – 2024 – CIG 9087507004

Subject and general goals of the service

- In consideration of uncertainties and unforeseeable perspectives experienced throughout the covid-19 pandemic in national and international tourism, as well as the slow but yet remarkable recovery of tourist flows from Poland recorded in Emilia-Romagna in the summer of 2021, the first aim of media relation activities in Poland for the short to medium term, are intended to keep on increasing *the reputation* and *appeal* of Emilia-Romagna as a destination for a multi-interest holiday (seaside, cultural sustainable and immersive travel), possibly goaling to the standards we had before the pandemic.
Secondly, if conditions allow, we intend to reconfirm the goals of communication campaigns/projects which were adopted in the past years. Our primary purpose is to re-launch tourism in order to boost Polish tourist flows towards Emilia-Romagna and positioning the Region in the Polish outbound tourist market.
- Goals of the media relation activities and high-quality professional communication services in Poland are as follow:
 - ⇒ Proactively expanding the Emilia-Romagna's network of contacts with the Polish media, in particular by preserving and creating new contacts with both the Polish national press, consumer and trade media as well as influencers and Italy-based Polish news correspondents;
 - ⇒ Obtaining, in Poland, a continuous and qualified coverage on top media, fostering conversions or repeated over time calls to action, orientating in a favourable and consistent way the decisions of Polish travellers and holidaymakers;
 - ⇒ Building and maintaining a favourable mood/environment in Poland to support the Emilia-Romagna Region.

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Short term goals

The primary goal of APT Servizi concerning the “Media Relations Campaign and Press Office in Poland” is to motivate Polish tourists to come and visit Emilia-Romagna.

The main regional tourist product to be promoted and enhanced in Poland is represented by:

- the “**Sun & Beach**” holiday, an authentic full immersion in the “Italian lifestyle” on the Adriatic coast both for FIT holidaymakers travelling by car and for those who will choose to fly low-cost to Emilia-Romagna by Ryanair and Wizzair or any other carrier.

Target group of this product is: Family with kids.

This *topic* will be also developed through *tailor-made* promotional-commercial campaigns, also cooperating with regional airports and it will be promoted on social media in Poland.

In addition to this tourist product, some other ones will be added and must be corresponding to Pole’s holiday wishes and trends:

- **nature and outdoor holidays:** slow tourism, immersive tourism, villages, castles, monasteries, active and sporting holidays, winter holidays in the Apennines, glamping at the camping sites, walking routes and particularly biking which is a topic already developed during last years.
- The tourist brand **Motor Valley**, and its special highlight “**Motor Valley Fest**” (26th-29th May 2022).
 - **The city breaks** in cultural towns and special highlights along the so-called “Via Emilia” from Piacenza via Bologna to Rimini to the coast. Fellini Museum in Rimini, the regional sustainable tourism project "Le Vie di Dante", the "Dante Train" in Ravenna, and special anniversaries as for ex. 900 year’s celebrations of Piacenza Cathedral, are just some keystones.
 - **Food & Wine experience tourism** along the so-called “Food Valley”. This brand is meant to push the unique wine & food tourist product. The region Emilia Romagna and its EU-44 regulated quality products (DOP and IGP) is the ambassadors of Italian Food in the world. Parmigiano Reggiano, Parma ham, traditional balsamic vinegar but also immersive food itineraries (museums, food and wine tastings, visits to



production sites), cooking lessons, markets, restaurants (from starred cuisine to traditional taverns and trattorias) represent the outstanding tourist holiday offer.

Finally, the service of “Media Relation and press office in Poland” is intended to implement communication tools in order to push the regional promotional website www.emiliaromagnaturismo.it and the regional booking portal www.emiliaromagnawelcome.it

Communication target groups

- Families with kids (focus on FIT and DIY -those who will be travelling by car or low cost companies)
- Active holidaymakers and bikers;
- Centennials , Millennials and Gen Z;
- Gen x and baby boomers
- Foodies

Target Market:

- Poland

Description of the basic services and technical specifications

The basic service consists of:

- *Communication and Media Relation Strategy -Activity Plan:* Development and Definition of the general MR and communication strategy (goals, concepts, tactics, targets, most effective media, key messages by target, etc.), drafting and elaboration of the plan of operational activities, divided by months;
- *Press office:* definition of the monthly editorial plan of key news to be disseminated during the year; drafting of texts, content editing, ghost writing, press releases, news, information notices, semi-finished articles – **in Polish**; preparation of press kits – **in Polish**; sending of press releases, news, processing requests from journalists and/or influencers; managing an efficient press office in Poland, able to provide information quickly and comprehensively in response to media inquiries;
- *Crisis management (media & digital),* vulnerability and possible crisis scenarios analysis, preparation of crisis prevention and management plans, setting up of the crisis committee, definition of procedures and check lists, crisis manuals, training of spokespeople, real-time monitoring of media and social media, crisis response.



- *Innovative media relations for the placement of news and storytelling*: being unable to guarantee the executions of press trips (if not perhaps starting from the summer), it is required to develop instead - in winter/spring time - some innovative digital projects to interact with and engage journalists and representatives of the main Polish media such as virtual thematic workshops /sessions (themed on food or other topics) or virtual meetings or virtual press conferences to present the region, newsworthy topics, events, etc.
- *Social media*: management of social media activities to update the content, to improve and make the image of Emilia-Romagna as a tourist destination (from posts and texts to social channels) stronger and stronger, in particular to boost the regional tourism facebook page **in Polish**. *Translation of youtube/fB/IG video's subtitles from English into Polish language must be included in the contract. The number of videos to be translated will be agreed in advance between the client and the agency.*
- *Creation and Management of a proper social media campaign* on the tourist product "Sun & Beach".. It is meant to develop some ads proposals for positioning and distributing the adv spot "Sea - Romagna Destination" on polish social networks (you tube, Instagram and facebook). The campaign is targeted to young and families aged 25-50 years .
The service also includes the purchase of advertising spaces and times on social networks
Timing: April / May 2022
- *Scouting and selection of journalists and influencers* who are based in Italy (correspondents) and/or in Poland to get them involved in **individual press** trips. Referring to peculiar individual press trip on special events (for ex. Motor Valley Fest) a pr-agency representative could be needed to be present at the contest.
- *Detecting media cooperation proposals*, specifically with Polish TV media (Apt Servizi can host Polish TV crews – up to a maximum of 4 people) for the production/shooting of travel reportages on Emilia-Romagna (APT Servizi will provide the crew with assistance, services and accommodation in the region);
- *Media monitoring on real time & clipping service*: collection, processing, analysis and **AVE** of the press review (traditional, digital, video and audio materials); monitoring of the opinion of the Polish media about the Emilia-Romagna Region; weekly sending of articles concerning Emilia-Romagna, indicating the key topics and the tourist destinations mentioned (two separate files are required, one for print releases and one for online publications). Annual reporting of the Best Articles on Emilia Romagna.



- *Monitoring of the Polish outbound tourism market*: report on trends and forecasts of the Polish travel and holiday market, continuous and proactive update on both new and established tourism trends;
- *Annual activity reporting and presentation* : preparation of a final report (output) on the activities carried out, achieved goals, redemption, etc.; organization – also by conference call– of the presentation of the final activity report to Apt Servizi, by December each year.
The presentation which is used to be attended by Apt Staff should also concern in an overlook of current polish media and a focused analysis on trends and media scenario in Poland.

Technical-professional skills

The competing economic operator is required to meet the following technical and professional skills.

It should be noted that the lack of one or more of the required knowledges, skills and experience does *not* represent a reason for exclusion, but each of them contributes to the evaluation of the offer.

- ⇒ Multiannual experience in the fields of media relations, public relations, communication, press office in Poland.
- ⇒ Multiannual experience in managing media & public relations and press office campaigns for clients in the tourism and travel, food & wine, lifestyle, art and culture, sport sectors.
- ⇒ Experience in managing of communication, media & public relations and press office projects for regional and / or national DMOs (tourist boards).
- ⇒ In-depth knowledge of the world of media in relation to the Polish market, updated ability to govern the logic of the media and constant work with traditional and new media, with local and national media editors, with freelance and influencers.
- ⇒ Human resources: the team that the agency intends to allocate to customer management must include at least two native Polish speakers. The team that the agency intends to entrust with the management of the client must have as well a good written and spoken command of English.

Documents of Technical and economic offer

The technical & cost preview offer shall consist of the following documents:

1. Company profile/curriculum vitae of the agency, curricula of the people forming the work team (with indications of the languages spoken and written and the level), client portfolio, at least two case histories (one for a DMO and one for a travel & tourism sector client).



2. Customer visioning (Emilia-Romagna Region tourism sector) – expectations, objectives, identity, strengths, weaknesses – and synthetic analysis of the market, media scenarios and competitors, aimed at motivating and providing the basis for the strategy, including an updated overview of the Polish market and of the impact of COVID-19 on the Polish travel industry and short term (2022/23/24) outbound holidays perspectives.
3. Communication strategy plan for media relations and press office: objectives, concepts, tactics, targets, most effective media, key messages by target, etc.
4. Yearly planning of activities (see Description of the basic services) and relative time schedule.
5. Plan of auxiliary and supplementary services and relative time schedule
6. Cost preview – The tenderer must clearly specify in the **“Economic OFFER/quotation”** as follows:
 - the price for the basic service (which should include all what has been listed in the above point “Description of the basic services”)
 - separately, the price for each auxiliary and supplementary optional service.

The economic bid is intended as including the agency fee and all activities listed in the proposed operating plan, media clipping, stationery and any other cost related to office set up, travel/accommodation/PR expenses in Poland (referred to meetings with journalists, attendance to press conference, etc.).

It is understood that Apt Servizi will cover all costs which are related to press conferences and media events (venue, catering, hostess / steward, interpreters, etc.), press trips (travel, accommodation and food for the agency employee who will accompany media and participants), hospitality in Emilia-Romagna for participation in meetings and for the annual activity presentation (if it will not take place by conference call)

Prices must be expressed in euro, net of Vat.

All the documents must be clear, detailed and accurate in order to allow a correct evaluation of your proposal.

Data processing of contact details of journalists/influencers

With regard to lists or individual contact details of journalists, the successful bidder must declare at the time of signing the contract that the personal data of the journalists provided to APT Servizi have been acquired in compliance with the principles of EU Regulation 2016/679 and therefore can be used by APT Servizi, as independent data controller, to fulfill regional tourism policies ".



Compliance verification

Throughout the performance of the service, the successful tenderer must allow the administration to carry out checks and controls on the proper performance of the service and compliance with the terms and conditions laid down in the contract.

The verification will also be carried out by sending Apt Servizi periodical reports – (approximately on a monthly basis) of the activities carried out.

In order to verify the compliance of the supply, the successful tenderer is also obliged to send Apt Servizi, within the month following the expiry of the contract, a final report of the activities carried out and a copy (paper or digital) of all the redemption documents of the activities carried out.

Penalties

In the event of imperfect, partial performance or non-performance of the services provided for in the contract and in the tender documents signed by the successful tenderer, Apt Servizi may apply, after contesting the non-compliance and evaluating the justifications provided, an unquestionable penalty of € 500.00 plus VAT in due for each violation ascertained, which will be deducted directly from the amount due; the penalty will be applied in the following cases in particular:

- service that differs in quality and/or quantity;
- delayed performance of the service (minimum one month), with reference to the time schedule presented at the time of the bid and laid down in the contract;
- failure to comply with the delivery times of the reports on the services and the activities carried out;
- inadequacy of reports on the services and the activities carried out;

In case of repetition of the violations, the amount of the penalty will be doubled.

After the application of a total of 5 (five) penalties, the contract shall be considered terminated by law.

The application of the above-mentioned penalties does not preclude the right of the administration to claim compensation for any greater damages suffered or further charges incurred by the administration due to delays or failures of the contractor.

Billing and payment terms

Invoicing of the consideration in equal parts on a **monthly basis**.

Payments will be made, by bank transfer, upon receipt of the invoice, within 30 days from the positive compliance verification.

The verification of the invoice will be carried out through the acquisition of the documentation referred to in the previous point “Compliance verifications”.

Failure to send the reports will block the payment and will give rise to the application of the penalties referred to in the previous point “Penalties”.



Payment is in any case subject to the stipulation of the contract.

It is forbidden to proceed with any assignment of credit or any power of attorney for collection unless expressly authorized by APT Servizi.

In addition, the provisions on the splitting of payments provided for in Article 1, paragraph 629, letter b) of Law No. 190 of 23rd December 2014 (2015 Stability Law) shall apply.

Express termination clause

The termination operates by law, pursuant to art. 1456 of the Italian Civil Code (express termination clause), in the following cases:

- a) arbitrary suspension, abandonment or failure to perform the service or part of it by the contractor;
- b) total or partial transfer of the contract;
- c) violation of the traceability obligations of financial flows;
- d) following the application of five penalties, as specified in the previous clause.

Traceability obligations of financial flows

The successful bidder expressly assumes, pursuant to Article 3 of Law 13/08/2010 no. 136 and subsequent amendments, the obligations of traceability of financial flows envisaged in this regulation, undertaking to provide Apt Servizi with a bank account dedicated to payments. Failure to comply with this clause entails the automatic termination of the contract by law pursuant to Article 1456 of the Civil Code.

Confidentiality

The successful bidder undertakes to observe full confidentiality on information, documents, knowledge or other elements that may be provided by Apt Servizi, by public bodies and administrations and by associations or other bodies participating in the project and / or any interested in the activities.

Jurisdiction

The Court of Bologna is competent for any dispute arising between the Administration and the successful bidder