



TECHNICAL SPECIFICATIONS – PR&MR agency service, communication and press office for the USA and CANADA market 2023 – 2025– CIG 9528236516

Subject and general goals of the service

Given the current overview of the restart of tourist flows from North America after the covid-19 pandemic, the first objective of media relations and press office activities in the target market is to increase and support the reputation and appeal of the destination Emilia Romagna, both in the short and medium term.

The appeal of Emilia-Romagna as multi-interest holiday destination (artistic-cultural, experiential, food and wine, sustainable, well-being, etc.) has to be increased to quickly recover and regain the pre-pandemic volumes of international tourist traffic flows and launch again the competitive positioning of the Region in the market.

The main goals of the US and CANADA Media Relations and Press Office are as follows:

- ⇒ Expand proactively Emilia-Romagna's network of contacts within the American and Canadian media, in particular by investing and managing the trusted contacts activated in the last years and adding new ones, both with the national press - the consumer and trade media - and, where possible, with North American influencers and news correspondents residing in Italy;
- ⇒ Obtain continuous and qualified coverage on high-level media in the USA and Canada, promote often media barter, news placements or calls to action, orienting the decisions of travelers from the USA and Canada in a favorable and consistent way;
- ⇒ Increase the "awareness" of the Emilia-Romagna destination and encourage the incoming tourist flows to Emilia-Romagna from the US and CANADA market and acquire a positioning on the market as a multi-interest holiday destination.
- ⇒ Enhance and promote territories with a remarkable tourist vocation and "multi-interest" tourist products (e.g. Food and wine traditions and activities) to the territory of the Emilia-Romagna Region towards the final consumer on the USA and CANADA market.

Marketing strategy of the Emilia-Romagna region in brief

Emilia-Romagna is promoted and valued in the USA and Canada as a tourist destination in Italy that offers a multi-interest holiday, a true experience of the *Italian Dolce Vita*, an authentic mix of art, culture, good living, food and wine, cities, wellness and wellbeing, "live like a local" experiences and countryside discovery.

The main target group of this offer is made up of adults with or without children, with a medium/high spending power that travel in small groups or FIT.

Further detailed target groups are:

- Foodies;
- Best Agers



- Millennial and Generation Z couples
- Group travel and FIT.
- Families with children
- Active vacationers, sportsmen and bikers;

The tourist offer products/items with the greatest appeal and identity of Emilia-Romagna are certainly in order:

- **The "Food Valley"**, the excellence of food and wine tourism in Italy, with 44 EU regulated quality products (PDO and PGI) including the ambassadors of Italian Food in the world such as Parmigiano Reggiano, Parma ham, traditional balsamic vinegar, culinary journeys of taste (museums, tastings, visits to production sites), cooking classes, markets, restaurants (from Michelin - starred cuisine to traditional taverns and trattorias), etc.
- **The Motor Valley**, with visits to the factories and test drive experiences on the circuits and with particular attention to its main event the "Motor Valley Fest", scheduled in May of each year;
- **Cities of art, villages, castles and cultural events**, the Via Emilia with its artistic pearls and particular anniversaries; the Fellini Museum and the rebirth of Rimini, the sustainable tourism project of "Le Vie di Dante", the ancient villages and the network of the castles of Emilia-Romagna.
- **Wellness/wellbeing, slow tourism, sport and nature**: slow tourism, walking and hiking experiences of the spiritual/religious paths, active and sporting holidays, and walking and cycling routes.

Service description:

The service must provide and include:

- => *Study, Research and Training*: market analysis and media scenarios, customer visioning (expectations, objectives, identity, strengths, criticalities), identification and reporting of current issues, communication trends, definition and pro-active suggestion of the best timing to reach the media, organization of one yearly training – in person in Emilia Romagna or via webinar - on outgoing tourism updated market trends, communication and the media for Apt Servizi staff and/or incoming local tour operators of the Emilia-Romagna Region;
- => *Communication strategy and media relations* – Plan of activities: Conception, elaboration, development and implementation of the general strategy of MR and communication of the Emilia-Romagna Region – tourism sector - for the US and Canadian market (objectives, concepts, tactics, targets, more effective media, etc.), drafting of the plan of operations for brand awareness and communication, both relating to the global brand – Emilia Romagna destination - and to products transversal to the territory (e.g. food & wine);



=> *Press office*: definition of the annual editorial plan for key news; drafting and sending of texts, content editing, ghostwriting, press releases, news, informative notes, semi-finished articles to be placed all in American-English; extra revisions in American English - weekly and last minute - of texts and press releases written by APT Servizi, preparation and updating of the general press kits in American English;

=> *Media monitoring on real time & clipping service*: monitor, collection, selection and sending in real time to APT Servizi of the articles and services published by the USA/CAN online and offline media regarding Emilia-Romagna, in pdf/mp3/mp4 format, collected through media monitoring and clipping service, both those resulting from the media relations actions and activities carried out (press trips, journalist requests, media events, newsletters, press releases, syndicated features) and spontaneous publications (coverage of at least 80% of the articles must be guaranteed). Each article/service must be classified with the following data: title, date, circulation/uvpm and advertising value (AVE).

=> *Support for participation in fairs or media events within the USA and/or Canada (at least one a year for a max of three events per year)*; press office activities, organization of one-to-one meetings and/or stand interviews with institutional representatives of the Emilia-Romagna region on the occasion of tourist trade shows or events in the USA or Canada in which Apt Servizi participates;

=> *Individual press trips* (up to a maximum of 5, if spontaneous requests are not met and within the limits of the budget available for ground costs) and for small groups (ideally for a maximum of 2 groups per year on the occasion of the regional events such as the Motor Valley Fest): definition of the annual press trip plan and the key themes of the press trips; selection of participants for press trips, chaperon of small groups of press trips, when possible and within budget priorities;

=> *Activity reporting and media training*: Daily and weekly update of the activities carried out and detailed quarterly final reports based on billing. In particular, in December the report will be in the form of a webinar/media training that can be shared online by APT staff and/or local tourist partners/operators;

=> *Crisis management*: analysis of vulnerability and possible crisis scenarios, preparation of crisis prevention and management plans, establishment of the crisis committee, definition of procedures and checklists, crisis manuals, real-time media monitoring and social media, crisis response.

Responsibilities, Liabilities and Obligations

The successful tenderer is directly and exclusively responsible for damages deriving from causes of any nature linked to him/her, which are caused by his/her staff to people or things, both of the administration and of third parties, depending on omissions or negligence in the execution of the service. In any case, the successful tenderer undertakes to comply with the regulations on safety and the prevention of accidents at work in force on the subject, in the



execution of the contractual services, all the current legislative provisions, regulations concerning social insurance and any other regulatory prescription that may be issued on the matter. It also undertakes to:

- comply with all obligations towards its employees, based on the legislative provisions and regulations in force on the subject of work and social insurance, assuming the relative obligations at one's own expense;
- implement for its employees, employed in the service of these specifications, regulatory and salary conditions not lower than those resulting from the collective labor agreements applicable to the category and in the countries/areas in which they perform the services.

Apt Servizi is absolutely extraneous to the working relationship established between the company and its employees assigned to the service and can never be involved in any dispute that may arise, as no working relationship will be understood as established between the company's employees and the customer Apt Servizi s.r.l.

Safety provisions

In order to guarantee safety in the workplace, the successful tenderer is obliged to strictly comply with the provisions of the legislation on improving the safety of workers in force in their own country.

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.

Safety provisions

In order to guarantee safety in the workplace, the successful tenderer is obliged to strictly comply with the provisions of the legislation on improving the safety of workers in force in their country.

Invoicing and terms of payment

Invoicing of the due amount will be carried on in equal parts, three times a year. Payments will be made, by bank transfer, upon receipt of the invoice within 30 days from the positive compliance verification and the report reception. The verification of the invoice will be carried out through the acquisition of the documentation referred to in the previous section "Compliance verification". Failure to send the reports will block the payment and will give rise to the application of the penalties referred to in the above section "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. ^[L]_[SEP]

Traceability obligations of financial flows

The successful tenderer 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.

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.

Unilateral faculty of withdrawal

Apt Servizi will have the right to unilaterally withdraw from the contract at any time, notifying the Contractor via certified e-mail (PEC or similar) with notice of at least 30 (thirty) working days.

From the communicated effective date of the withdrawal, the contractor must cease all contractual services ensuring, however, through the activation of a direct consultation with Apt Servizi, that such termination does not jeopardize the continuity of the service and does not cause any damage to it.

In the event of withdrawal, the contractor has the right to payment for the services provided, provided they are performed directly, according to the consideration and the conditions set out in the contract, expressly waiving any further claims, including those of a compensatory nature, and any further compensation or indemnity and/or reimbursement, also in derogation of the provisions of art. 1671 of the Civil Code.

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 ".

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.