

TERMS OF REFERENCES FOR SELECTION OF EVENT MANAGEMENT AGENCIES/ CONSULTANCY FIRMS FOR PROFESSIONAL ASSISTANCE

Background & Objective :

Orissa tourism has been participating in a number of events, travel marts, road shows, etc, both within and outside the country. Apart from that, the Tourism department is also organizing a number of festivals, crafts mela and exhibitions within the state to attract the tourists and showcase the rich cultural heritage and talents within the state. While participating in these events/ travel marts Orissa Tourism would like a lot of pre-event and post event liasoning with relevant stakeholders to make the participation more productive and fruitful. This would involve contacting the tour operators, travel agents and other relevant stakeholders before the travel mart/ road show and request them to participate in the event, by using e-vites, e-flyers, e-mails, etc where Orissa Tourism is participating. This would be followed up with post event messages including thanks giving and also sending of the relevant information, by mail and by post, which needs to be sent.

Similarly, for the events being organized within the state, similar invitations, publicity materials in electronic forms, etc needs to be sent to hoteliers, tour and travel operators and the enlisted e-mail inventory to be maintained at Director, Tourism's level. Orissa Tourism is looking at taking professional help from Event Management Agencies/ Consultancy firms to assist Orissa Tourism in such ventures which would include among others, professional help in chalking out the broad strategies before participation in an event/ travel mart/ road shows and also in deploying at least one full time/ dedicated personnel (preferably two persons) operating out of Director, Tourism's office. Each participation in an event would also include taking a feedback from the Tourism Department officials, OTDC officials and other stakeholders who participated on behalf of Orissa Tourism and documenting the lessons learnt achievement of targeted objectives and future course of action required.

Applications on Expression of Interest are invited in sealed covers from reputed Event Management Agencies/ Consultancy Firms having previous experience of successfully providing similar services to different tourism boards and professional groups in and outside India and also having expertise in web-based service deliveries (henceforward described as Agency) for providing professional assistance to Orissa Tourism for the aforementioned purposes. The contract with Orissa Tourism will be for a period of two years subject to termination clause mentioned in the agreement.

2. Terms of Reference and Eligibility Criteria:

The basic job requirement of the Agency will be;

- To aid and advise the Department of Tourism in strategically identifying and prioritizing regions for marketing our tourism products and packages.
- To facilitate tie-ups with major tour and travel operators/agencies and hoteliers from India and overseas.
- To coordinate with different event organizers/agencies/authorities on all aspects, work out logistics and other collaterals, and schedule business meetings in advance with buyers/investors during national/ international events.
- To advise on display materials and other creatives for events as and when desired.
- Developing/ creating e-vites, e-flyers, e-mails, e-newsletters, etc for the events/ festivals
- To organize press meet on request.
- To undertake post-event analysis, constant follow-up with business/activity partners and ensure a return on investments.
- Any other works in the related field as and when required.

The above arrangements will be made in consultation with the Department of Tourism, Government of Orissa. Interested Agencies may submit their offers in sealed covers superscribed '**OFFER FOR ORISSA TOURISM PROFESSIONAL ASSISTANCE**' so as to reach the following address on or before **29-11-2010 by 4.00 PM**

The offer should be submitted in following bids -

1. Technical bid

2. Financial bid

Technical bid

The technical bid shall accompany the profile of the agency with detail of personnel in the back office and dedicated staff for DoT, their professional qualifications, past experience in similar or related line of work, and turnover for the last five years (the minimum average annual audited turnover should be at least Rs.1.00 crore). They will be required to make presentation before the duly constituted committee if felt necessary.

Financial bid

The financial bid in the format as per **Annexure-1** of the short-listed Agencies will be opened in the second phase for final selection.

Other conditions

1. Infrastructure & other assistance to be provided by DoT

- Two table space in Paryatan Bhawan for the use of dedicated staff
 - Two desktop computer with internet facility
 - Necessary furniture.
2. The selected Agency will be required to enter into an Agreement with the DoT to give effect to the contents of this notification.
3. This Agreement shall be valid for a period of 2 years, subject to extension at the discretion of authority. However, this Agreement can also be revoked before the expiry of 2 years, if the performance of the Agency is found unsatisfactory.
4. Selection of the Agency in this process should not be construed as binding on the Authority to award any task/work subsequently. This shall be done at the discretion of the DoT, duly considering the performance of the Agency from event to event.

Director, Tourism
Paryatan Bhawan, Orissa
Bhubaneswar-751014

FORMAT FOR FINANCIAL BID

Name of Agency :

		Unit	No. of Units	Rate	Amount
1.	1.Provision for full time manpower with back office support a) One person b) Two persons	Monthly Monthly	12 months 12 months		
2.	Pre & post event networking including deputing at least one person in the event participated by DoT. (This shall include working out brand strategy, designing publicity material, documentation of the event and assisting DoT to arrange logistic for the event. (a) Inside the Country (b) Outside the Country	Per event Per event	8 events 4 events		
3	Pre & post event networking for events organized by DoT inside the State.	Per event.	5 events		
	TOTAL				

1. The fees quoted above shall not include the following.
 - Train fare in 3 tier AC subject to actuals shall be paid by DoT for the persons (not exceeding 2) for participating in events organized inside the country.
 - Airfare in economy class for international travel and train fare in 3 tier AC inside the country shall be paid by DoT for one person for events organized outside the country.
 - Daily Allowance applicable to Class-II officers of the State Govt. shall be paid for the travel period & event days.
 - Accommodation not exceeding Rs.1000/- per day subject to actuals shall be borne by DoT for event days inside the country.
 - Accommodation charges not exceeding \$ 50 subject to actual shall be paid for stay outside the country for the event days and days preceding and succeeding the event.
 - Local transports are to be borne by the agency.
2. The fees quoted shall be exclusive of all taxes and duties but inclusive of all other expenses. No further fees to be paid / expenses to be reimbursed for scope of work mentioned in the bid document excepting the fees and expenses mentioned above.