

BERMUDA DEPARTMENT OF TOURISM PUBLIC RELATIONS AGENCY REQUEST FOR PROPOSAL

The Bermuda Department of Tourism is seeking the services of an agency partner in the North American market (USA and Canada) to provide public relations initiatives to support Bermuda Tourism's International Business, leisure, travel trade and group & incentive travel markets. The review is being conducted in response to our need to re-evaluate best practices, explore innovative thinking and consider new, strategic solutions.

Bermuda Department of Tourism sells Bermuda as an International business, leisure, group & incentive destination. The right partner is one that can plan and execute a public relations strategy designed to garner editorial endorsement for Bermuda, generate buzz and ultimately drive visitation to the Island.

An ideal partnership is one wherein the agency is capable of providing an objective evaluation of Bermuda's current public relations infrastructure with a view to recommending more cost effective solutions that deliver meaningful business. The PR agency must develop an overall strategy including message development; create press materials; daily proactive and reactive media relations; new product and destination marketing launches; relationship building with appropriate tourism industry partners; crisis communications; and other public relations and marketing communications activities that support the marketing and advertising objectives of the Bermuda Department of Tourism.

We are seeking a partner who can demonstrate a high level of proficiency and energy. Ultimately, success will be measured in accordance with the agency's ability to deliver business to Bermuda – media exposure, response and conversion rates are vital, with the greater emphasis being placed on conversion and visitation to the island.

The successful Agency will also have the capability to provide excellent writing skills for ad hoc projects such as speech writing, editorials or advertorials.

The goal of this agency is to help increase visitor arrivals and raise Bermuda's North America profile and visibility as a premier destination via strategic publicity and public relations tactics and serve as an in-market media and editorial expert providing writing skills resources for a variety of PR projects.

Proposals must address all criteria outlined, providing specific details of processes to be used in meeting these requirements along with a "case study" that demonstrates best practice, successful outcomes ability and knowledge of tourism industry public relations. Proposals may be rejected if minimum requirements are not met.

For a full copy of the Request for Proposal, please email your intent, together with a brief overview of your company's qualifications for achieving the objectives stated above, to rfppr@bermudatourism.com

Closing date to Request for Proposal is
12 noon on May 7, 2012