

## **American Society of Travel Agents**

### **Request for Proposals for Rebranding Public Relations & Creative Services**

#### **REQUEST FOR PROPOSALS**

**Contact:** Erika Richter ([erichter@asta.org](mailto:erichter@asta.org) or 703.739.6806)

**Date of Issue:** April 5, 2018

**Deadline:** April 20, 2018 5:00 PM ET

The American Society of Travel Agents (ASTA) is requesting proposals for public relations and creative services related to its planned rebranding from its current name/brand to the “American Society of Travel Advisors.” The main portion of the services contemplated include planning, coordinating and executing a public relations and marketing campaign aimed at travel agent members and non-members of the association, travel suppliers such as destinations, cruise lines, airlines, etc., consumers and policymakers. Services may also include support for creative aspects of the campaign including new logo(s) development. The centerpiece of the campaign will be a launch announcement during ASTA Global Convention 2018 (August 21-23 in Washington, DC). The selected vendor will be retained for 6-12 months depending on budget considerations.

#### **Background**

ASTA (American Society of Travel Agents) members represent 80 percent of all travel sold in the United States through the travel agency distribution channel. Together with hundreds of internationally based members, it is the leading global advocate for travel agents, the travel industry and the traveling public. ASTA’s history of travel industry advocacy traces back to its founding in 1931 when it launched with the mission to facilitate the business of selling travel through effective representation, shared knowledge and the enhancement of professionalism. For more information, visit [ASTA.org](http://ASTA.org).

#### **Overview**

After close to 90 years of providing our members with effective representation, professional enhancement and shared knowledge, we’re now experiencing a true renaissance in our industry. Travel agents are not just booking agents any more – they’ve become trusted advisors – akin to financial advisors and CPAs – who make the overall travel experience better and help consumers maximize the value of their travel dollar. Even more exciting, the consumer media

and, more importantly, the traveling public are embracing this shift from travel agent to travel advisor. Reflecting these trends, the ASTA Board of Directors voted unanimously at its March 2018 meeting to rename and rebrand ASTA as the “American Society of Travel Advisors.”

The prospective vendor replying to this Request for Proposals (RFP) will be or represent a firm, company or corporation possessing relevant experience and expertise in the required effort. Supporting documentation must thoroughly describe how the vendor has supplied expertise for similar contracts and work related to planning, coordination, and implementation of rebrands, and how the agency would approach the projects outlined in the Scope of Work. Proven experience in trade association and/or travel industry public relations is desirable.

#### Primary Goals:

1. Promote name change to multiple audiences while explaining to key stakeholders the rationale for the name change, with an eye toward leveraging such change to advance ASTA’s membership, member service, revenue, consumer awareness and public policy goals.
2. Create new logo/logos through an inclusive and collaborative process

#### Target Audiences:

1. ASTA Members (enhanced value proposition)
2. Non-Members (recruitment)
3. Travel Suppliers (sponsorship, enhanced value placed on travel advisor sales channel)
4. Consumers (increased travel advisor usage)
5. Policymakers (advance public policy agenda)

#### Scope of Work

The Scope of Work is designed to encourage aggressive, proactive media outreach to increase visibility at multiple levels for ASTA and its members while executing creative aspects of the rebranding. It will include but not be limited to the following:

1. Developing a compelling written narrative for why the change is being made and its benefits to stakeholders
2. Developing a video to accompany the narrative (may be created by a third-party vendor)
3. Developing and executing targeted public relations campaigns to generate feature articles in mainstream media and trade press
4. Writing, formatting (with photos) and distributing press releases to print, online, broadcast media

5. Developing and executing member communications strategy with regard to the rebranding
6. Executing/publicizing media events to promote the rebrand, including within the course of ASTA Global Convention 2018
7. Utilizing social media to generate publicity for the name change
8. Advising on and executing creative aspects of the campaign (logo(s), etc.)

## **Proposal Requirements**

The proposal should focus on addressing the vendor's ability to provide the services outlined in the Scope of Work. If certain items of the Scope are outside the vendor's capability, indicate as much in your proposal. Please also provide the following:

1. Cover Letter: A letter signed by an officer of the firm, company or corporation, binding the firm/company/corporation to all comments made in the proposal. Include a primary contact person for the proposal.
2. Qualifications and Experience: A slide deck to include a description of the history, experience, and qualifications of your firm/company/corporation and any proposed subcontractors<sup>1</sup> to perform the Scope of Work.
3. Please include:
  - i. Resumes and biographies of all principals assigned to the project.
  - ii. List of capabilities corresponding to the scope of work.
  - iii. List of similar/relevant projects your firm/company/corporation has undertaken including results achieved.
  - iv. References from similar projects your firm/company/corporation has undertaken.
3. Approach to Scope of Work – Provide a detailed description of your approach to each Scope of Work element including multiple/phased checkpoints where you will review project plan progress with ASTA leadership. Also include any recommended change control process you anticipate the effort may require.
4. Service Timeframes: In the form of a high level project plan, provide a detailed description of the services to be performed by the vendor based on the Scope of Work and the expected timeframes required to complete each task and phase. This should include:
  - i. The account manager's name
  - ii. Specific staff (and their position titles/descriptions) assigned to the project;
  - iii. The estimated number of staff hours to complete scope of work;

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<sup>1</sup> If any element of the scope will be subcontracted, please provide the same information for the subcontracting firm.



6. Project Cost: Provide detailed costs (on a fixed budget basis) for the services to be performed by the vendor based on the Scope of Work.

### **Submission Requirements**

Prospective service providers should submit one (1) original and one (1) copy of their proposal to ASTA on or before Friday, April 20 2018 at 5:00 PM ET.

Proposals should be titled "PR RFP," and emailed to Erika Richter, ASTA Communications Director, at [erichter@asta.org](mailto:erichter@asta.org). Please call Erika at 703.739.6806 with any questions.

### **Provisions**

ASTA assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective vendors, or any other costs prior to issuance of a contract.

ASTA also retains the right to reject any and all of the proposals submitted, and to make any award deemed to be in the best interest of ASTA.

A contract between ASTA and the selected vendor will be subject to and in accordance with all Federal, State, and local laws as may be applicable.