

**REQUEST FOR PROPOSAL – INVITATION FOR PUBLIC RELATIONS
CONSULTANCY SERVICES FOR SINGAPORE TOURISM BOARD AMERICAS**

RFP No: STB/NY1/20-21/RFP13

For enquiries, email Gina Ng, Senior Manager, STB Americas, Gina_Ng@stb.gov.sg

ANNEX B – REQUIREMENT SPECIFICATIONS

Unless otherwise defined in these Requirement Specifications, all capitalized words shall bear the same meaning as that ascribed to them in Clause 1.1 of the Conditions of Contract.

1. INTRODUCTION

1.1 The Singapore Tourism Board’s Americas regional office (“STB Americas” or the “Board”) would like to invite Public Relations (PR) and communications agencies (“Tenderers” or “PR agency”) to submit their proposals on the abovementioned Request for Proposal (RFP).

1.2 The appointed PR agency shall provide PR consultancy services for STB Americas for 1 year (from April 16, 2021 to April 15, 2022; both dates inclusive), with an option to renew for a further 2 years (from April 16, 2022 to April 15, 2024; both dates inclusive).

1.3 The objectives of engaging a PR agency and the subsequent marketing communications strategy and plan are to:

- a. Build awareness, consideration and advocacy of Singapore as a compelling leisure and BTMICE¹ travel destination.
- b. Strengthen STB Americas’ influence with key media as well as key opinion leaders, influencers, celebrities and any other relevant channels.
- c. Plan and drive tourism recovery efforts and implement destination marketing campaigns, leading on PR and activations and working closely with STB Americas’ digital and paid media agencies to further amplify our brand messaging.

1.4 The appointed PR agency will be responsible for the successful implementation of the overall PR strategy, in close consultation with STB Americas. In this regard, the PR agency will be expected to adopt an always-on approach of seeding key messages and stories, and to proactively seek out PR opportunities for STB Americas.

2. BACKGROUND

About Singapore Tourism Board (STB)

2.1 The Singapore Tourism Board was established in 1964 by the Singapore Government as the Singapore Tourism Promotion Board with the mandate to promote Singapore as

¹ BTMICE refers to Business Travel, Meetings, Incentive Travel, Conferences & Association Conventions and Exhibitions.

**REQUEST FOR PROPOSAL – INVITATION FOR PUBLIC RELATIONS
CONSULTANCY SERVICES FOR SINGAPORE TOURISM BOARD AMERICAS**

RFP No: STB/NY1/20-21/RFP13

For enquiries, email Gina Ng, Senior Manager, STB Americas, Gina_Ng@stb.gov.sg

an international tourist destination; that year Singapore received 91,000 visitors. Today, Singapore is a thriving and internationally renowned leisure and BTMICE destination, and attracted 19.1 million international visitors (+3.3% year-on-year growth) and S\$27.6 in tourism receipts in 2019.

2.2 Tourism is one of Singapore’s key economic sectors, and STB’s role is to shape a dynamic tourism landscape for Singapore in partnership with industry and community. For more information about STB, please visit the following websites:

Corporate-facing	Consumer-facing
<ul style="list-style-type: none"> • Website: stb.gov.sg • Facebook: facebook.com/STBsingapore • Instagram: instagram.com/stb_sg • Twitter: twitter.com/STB_sg • LinkedIn: linkedin.com/company/singapore-tourism-board/ 	<p><u>For Global Visitors:</u></p> <ul style="list-style-type: none"> • Destination Website: visitsingapore.com • Facebook: facebook.com/visitsingapore • Instagram: instagram.com/visit_singapore • Twitter: twitter.com/visitsingapore <p><u>For the Americas Visitors:</u></p> <ul style="list-style-type: none"> • Facebook: facebook.com/visitsingaporeUS • Twitter: twitter.com/visitSG_US

About STB’s Marketing Strategy

2.3 STB aims to be agile, bold, and creative in our destination marketing work in order to inspire and realize Singapore’s ambitions in continuing to grow tourism receipts and visitor arrivals, and pursuing quality tourism². STB’s marketing strategy centers on telling a great Singapore story, targeting the right fans and enhancing delivery.

For more information on STB’s marketing strategy and approach, [visit this link](#).

2.4 In August 2017, STB and the Singapore Economic Development Board launched the new Passion Made Possible (PMP) brand for Singapore, putting forth Singapore’s unique attitude and mindset: a passion-driven, never-settling spirit of determination and

² For more information on STB’s pursuit of quality tourism, [visit this link](#).

REQUEST FOR PROPOSAL – INVITATION FOR PUBLIC RELATIONS CONSULTANCY SERVICES FOR SINGAPORE TOURISM BOARD AMERICAS

RFP No: STB/NY1/20-21/RFP13

For enquiries, email Gina Ng, Senior Manager, STB Americas, Gina_Ng@stb.gov.sg

enterprise that constantly pursues possibilities and reinvention. The PMP brand applies across all areas of STB’s work and marketing efforts.

- 2.5 STB brings the PMP brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions. STB also communicates with our target audience not by their demographics, but by their ‘passion tribes’ – as foodies, explorers, culture shapers, collectors, action seekers, socializers and progressors, appealing to what a visitor can *be* when in Singapore.

For more information on the Passion Made Possible brand, [visit this link](#).

Our Approach in the Americas

- 2.6 **Geographical Coverage:** Based in New York with a satellite office in San Francisco, the STB Americas office has geographical responsibility for the entire Americas region, with a primary focus on the US and Canada.
- 2.7 **Tourism Performance:** The US consistently ranks as one of STB’s top ten source markets. Before Singapore’s border closures in March 2020 due to the COVID-19 pandemic, visitor arrivals from the US to Singapore grew +8% year-on-year (YOY) in January 2020. This was following the strong momentum in 2019 with the US tourism performance at a record high, when visitor arrivals grew +13% YOY to reach 729,409. The strong performance could be attributed to increased non-stop flights from US gateways³ and heightened destination awareness from overall PR efforts and media/brand partnerships forged in recent years (e.g. Crazy Rich Asians, The Bachelor, Bumble, FabFitFun subscription boxes).
- 2.8 **Business Objectives:** The work and business objectives of STB Americas is broadly categorized as such:
- a. Leisure Travelers and Business Travelers – To drive visitor arrivals and spend and increase length of stay among the Americas’ leisure and business travelers (BT).
 - b. Meetings, Incentive Travel, Conferences & Association Conventions and Exhibitions (MICE) – To anchor Singapore as a choice MICE destination by growing the number of MICE events held in Singapore. The business focus for

³ These are San Francisco, Los Angeles, Newark and Seattle. However, there have been changes to the flight schedules due to the pandemic. Starting from January 18, 2021, there will be daily flights between Singapore and San Francisco International Airport (SFO), Los Angeles International Airport (LAX) and New York’s John F. Kennedy International Airport (JFK), operated by Singapore Airlines.

**REQUEST FOR PROPOSAL – INVITATION FOR PUBLIC RELATIONS
CONSULTANCY SERVICES FOR SINGAPORE TOURISM BOARD AMERICAS**

RFP No: STB/NY1/20-21/RFP13

For enquiries, email Gina Ng, Senior Manager, STB Americas, Gina_Ng@stb.gov.sg

the Americas market is primarily on Corporate Meetings and Association Conventions.

- 2.9 **Target Audience:** STB Americas’ prioritized consumer segments are Early Careers, Established Careers, Active Silvers, and BTMICE travelers⁴ – all of whom have the propensity to travel long haul, and are willing to spend on valuable experiences. For more information on STB’s Consumer Profiles, [visit this link](#).
- 2.10 **Target Markets:** While STB Americas’ market coverage is the entire Americas region, our target markets are major gateway cities in the US and Canada:
- a. Primary: California, New York Tri-state, Washington (US)
 - b. Secondary: Florida, Illinois, Texas (US); British Columbia, Ontario (Canada)
- 2.11 **Current Perceptions of Singapore:** The Crazy Rich Asians movie in 2018 has created unprecedented buzz in the Americas for Singapore as an aspirational, glamorous city destination. Along with the introduction of non-stop Singapore-US flights, futuristic architectural icons, and Singapore restaurants and bars being featured in renowned awards and broadcast projects such as Netflix’s Somebody Feed Phil in recent years, awareness of Singapore was at an all-time high as a vibrant and future forward urban destination. Further, during the ongoing pandemic, Singapore received overall positive coverage on topics surrounding SG Clean and Singapore’s innovative ways to contain the virus. This has helped to reinforce Singapore’s safe and clean image in a positive way, giving the US and Canadian consumers the peace of mind that Singapore is preparing to welcome them safely when general travel resumes.
- 2.12 **PR & Marketing Efforts:** As we plan towards potential travel recovery in 2021 and beyond, it is critical that STB Americas continues to maintain our brand positioning and top-of-mind awareness in such a saturated market, and shift perceptions about Singapore beyond hygiene and safety factors. We need to create greater anticipation for travel to Singapore, and excite our leisure and BTMICE target audience that Singapore is a vibrant and aspirational travel destination of their choice – one with a distinctive local spirit, authentic culture and stories, and where they can deepen their passions through the city’s attractive and reimagined experiences.
- 2.13 A key thrust of STB Americas’ PR and marketing efforts has been to leverage the global reach and influence of the US and Canadian media to shape global perceptions of

⁴ The Early and Established Careers segments, together with the BTMICE travelers, are predicted to be among the first segments of travelers to resume traveling and experience new destinations during the initial travel recovery phases in 2021. While the Active Silvers segment’s travels might be slower to recover given higher health risks to this age group, it is still important for STB Americas to maintain mindshare and awareness among the Active Silvers to prime them for travel to Singapore beyond 2021.

**REQUEST FOR PROPOSAL – INVITATION FOR PUBLIC RELATIONS
CONSULTANCY SERVICES FOR SINGAPORE TOURISM BOARD AMERICAS**

RFP No: STB/NY1/20-21/RFP13

For enquiries, email Gina Ng, Senior Manager, STB Americas, Gina_Ng@stb.gov.sg

Singapore. To this end, there has been significant coverage on Singapore on both the leisure and BTMICE front over the past years, including 2020 despite the pandemic. This includes earned coverage in New York Times, Washington Post, Los Angeles Times, San Francisco Chronicle, CNN, Thrillist, Conde Nast Traveler, Travel+Leisure, Departures, National Geographic, Skift, Successful Meetings and Prevue, etc.

- 2.14 However, the media landscape continues to evolve and has become increasingly complex. The pandemic and worldwide travel restrictions have also further upended travel and disrupted how destinations engage media and their consumers. While traditional earned media coverage is still important in generating destination awareness and will remain a core requirement of the appointed PR agency, STB Americas needs to be more creative in our PR and marketing approach to grab the attention and interest of our consumers and the media, and to stand out amid clutter and competition⁵.
- 2.15 The ability to be nimble, spot trends, and inject our brand into opportunistic PR and/or marketing platforms is therefore very important to STB Americas. Such opportunistic integration as well as both innovative brand and broadcast partnerships are three vehicles that have served STB Americas well in recently years to achieve talkability and help build a stronger emotional connection to Singapore.
- 2.16 With these goals and challenges in mind, STB Americas would hence like to appoint a PR agency that possesses strong PR and communications capabilities to not only provide baseline PR support, but also to be bold, responsive and intuitive in its thinking and approaches for Singapore. Overall, the appointed PR agency should:
- a. Be creative, agile and well-plugged into consumer trends, and able to leverage them to inject Singapore into the conversation where relevant;
 - b. Bring forth the Passion Made Possible brand message and tell a deeper story about Singapore and Singaporeans which resonate with our US and Canadian target audiences; and
 - c. Leverage the authoritative voice of US and Canadian earned media, and innovative brand and media partnerships to firmly position Singapore as a safe and exciting destination that is reimagining and setting a new standard of travel, helping STB Americas to eventually drive conversion of quality travel to Singapore.

⁵ Other destinations might also be pursuing similar marketing tactics and campaigns to pursue travel recovery, resulting in campaign clutter in the same period. STB Americas also faces the added challenge of convincing US and Canadian travellers to book long-haul trips to Singapore over domestic and nearby familiar outbound destinations.

**REQUEST FOR PROPOSAL – INVITATION FOR PUBLIC RELATIONS
CONSULTANCY SERVICES FOR SINGAPORE TOURISM BOARD AMERICAS**

RFP No: STB/NY1/20-21/RFP13

For enquiries, email Gina Ng, Senior Manager, STB Americas, Gina_Ng@stb.gov.sg

3. SCOPE OF WORK

3.1 The overall budget of the RFP based on the detailed scope of work is estimated to be between USD 270,000 to a maximum budget of USD 330,000 for the first year, or USD 810,000 to a maximum budget of USD 990,000 for three years should the option to extend the contract for the additional two years is exercised. This budget should include the monthly retainer fees, 5% out-of-pocket expenses (if utilized), third-party media monitoring fees (if any) and all prevailing taxes. **Any submitted proposal that exceeds the stated maximum budget will be disqualified.**

3.2 The table below summarizes the Scope of Work for the PR agency. Please see **Annex C** for the detailed Scope of Work.

Always-On		
(a) Planning, Strategy, and Counsel	(b) Media Relations & Marketing	(c) Account Management
<ul style="list-style-type: none"> • PR & Communications Strategies • Strategic & Creative Counsel • Creative Partnership & Opportunities Discussions • Issues and Crisis Management 	<ul style="list-style-type: none"> • Securing Media Coverage • Conducting media familiarisation trips • Media Database • Press Materials 	<ul style="list-style-type: none"> • Media Monitoring, Analysis & Reporting • General Administration
(d) PR Activations/Events & Broadcast Opportunities		
<ul style="list-style-type: none"> • PR Activation & Events • Impactful Broadcast Opportunities 		

3.3 The appointed PR agency must also have a strong relationship with traditional and non-traditional media publications in the US and Canada. This is to ensure that the PR agency can provide holistic and focused media support for STB Americas’ initiatives.

3.4 The appointed agency is also expected to collaborate with the other appointed individuals and/or agencies of STB for some projects to jointly develop and execute marketing and communications initiatives. This includes:

- a. STB Americas’ media and digital agencies – to jointly develop integrated marketing communications initiatives and/or campaigns
- b. STB headquarters’ PR agency – Edelman Singapore currently supports STB headquarters’ (HQ) corporate communications needs. STB Americas’ in-market PR Agency is appointed to develop sharper market-specific communications plans, based on their in-depth knowledge of the consumer market, in-market cultural nuances as well as media relations.

**REQUEST FOR PROPOSAL – INVITATION FOR PUBLIC RELATIONS
CONSULTANCY SERVICES FOR SINGAPORE TOURISM BOARD AMERICAS**

RFP No: STB/NY1/20-21/RFP13

For enquiries, email Gina Ng, Senior Manager, STB Americas, Gina_Ng@stb.gov.sg

Handover with Previous PR Agency

- 3.5 The appointed agency is required to collaborate with their predecessor to ensure a smooth handover and transition for a 2-week period.

Optional Items

- 3.6 Tenderers may propose and quote for the Optional Item: “Influencer Management” mentioned in Annex C, or any additional PR activities that are not captured in the Scope of Work.
- 3.7 These Optional Items will be exercised at STB Americas’ discretion.

PR Agency Performance Review

- 3.8 The appointed PR agency will be subject to a series of on-going reviews of their performance to ensure that it continues to deliver at an optimal level throughout the appointed period. The agency will be required to:
- a. Participate in reviews of its performance with STB Americas, at least once a year. Areas to be reviewed include strategic thinking and planning, material/content development, creativity of ideas, level of contribution to the outcome, account management and partnership, finance and administration, as well as success of projects and initiatives.
 - b. Be subject to evaluation and feedback by STB HQ and STB Americas during after action reviews at the completion of projects. The areas to be reviewed include whether objectives and targets are met, the quality of ideas and ability to execute proposed strategies. Examples of project targets include international media value (IMV), message tonality, message pull-through, and more.
 - c. In addition, STB HQ and STB Americas will also provide regular feedback, if any, to the appointed agency’s account servicing team during day-to-day interactions so that issues can be addressed, and adjustments can be made in a timely manner.
- 3.9 As the agency’s Scope of Work will encompass traditional and non-traditional media engagements, STB Americas will work with the appointed agency on establishing relevant and quantifiable tracking components for the various initiatives.
- 3.10 Further, it is important that the appointed agency is aligned with STB’s approach towards quality tourism. Hence, an assessment of the agency’s performance will also include the degree of alignment with and understanding of STB’s quality tourism

**REQUEST FOR PROPOSAL – INVITATION FOR PUBLIC RELATIONS
CONSULTANCY SERVICES FOR SINGAPORE TOURISM BOARD AMERICAS**

RFP No: STB/NY1/20-21/RFP13

For enquiries, email Gina Ng, Senior Manager, STB Americas, Gina_Ng@stb.gov.sg

strategies to attract higher value visitors to Singapore, and how successful the team has been in helping STB Americas penetrate the target audience. This assessment will be based on deliverables including: the quality of media coverage (measured by tonality, message pull-through and reach), tangible leads provided for brand integration (e.g. brand and broadcast partnerships, PR activation ideas), the agency's performance as part of any relevant integrated marketing activities, etc.

Third-Party Supplier(s)

- 3.11 In the course of implementing PR projects and activities, the appointed PR agency may be required to engage Third-Party Supplier(s) for goods and services related to the scope of this contract. Examples include and are not limited to:
- a. Delivery company to conduct media drops
 - b. Freelance photographer to capture event photography
 - c. Retailer to purchase souvenirs or materials for media engagement events, etc.
- 3.12 Prior to any third-party procurement by the appointed PR Agency, the PR Agency is required to source for three quotes and put up a recommendation to STB Americas for approval.
- 3.13 These third-party procurements are optional costs incurred at STB Americas' discretion and should not be included in the Price for this RFP.
- 3.14 These third-party procurements shall be carried out via separate contracts between the appointed PR agency and the third-party supplier. The PR agency shall therefore undertake all necessary risks and make payments required for such third-party procurements.
- 3.15 Thus, for third-party procurements, the PR agency would be required to pay the third-party supplier. Upon completion of the project, the PR agency may bill STB Americas.
- 3.16 The appointed PR agency shall not charge, and STB Americas shall not be liable to pay the appointed agency, any commission or pass-through fees to engage a third-party supplier. No additional PR agency fee(s) shall be charged and all appointment of these 3rd party suppliers will be at a net cost to STB Americas.

4. TEAM EXPERTISE

- 4.1 The appointed agency must have an office in the New York metropolitan area.

**REQUEST FOR PROPOSAL – INVITATION FOR PUBLIC RELATIONS
CONSULTANCY SERVICES FOR SINGAPORE TOURISM BOARD AMERICAS**

RFP No: STB/NY1/20-21/RFP13

For enquiries, email Gina Ng, Senior Manager, STB Americas, Gina_Ng@stb.gov.sg

- 4.2 The team of the appointed PR agency is expected to possess the relevant industry experience and should be familiar with:
- a. Non-traditional and innovative ways of approaching PR;
 - b. Bringing PR ‘live’ via a multitude of approaches;
 - c. Navigating through uncertainties and adapting quickly to execute strategic PR tactics; and,
 - d. Supporting STB Americas’ business development activities, by tapping on the agency’s networks where necessary.
- 4.3 Should there be any change in the account lead for STB Americas during the Contract Period, the PR Agency is to propose the new personnel for STB Americas’ account, and this is subject to STB Americas’ approval.
- 4.4 STB Americas shall be notified of any such changes at least two weeks in advance.

5. CONFLICT OF INTEREST

- 5.1 With reference to Section 7 of this document, Tenderers with existing clients who may have conflict of interest with STB Americas will be asked to provide, in writing, the names of the proposed account team that will be working on the STB Americas account. The team working on STB Americas’ account shall be different from the one working with the client that may be in conflict with STB Americas.
- 5.2 The appointed PR agency shall not, for the duration of the Contract and without the prior written consent of STB Americas, enter into a contract with any other person or government organization that is engaged in competing business with STB Americas, including any other national tourist organization, where performance under such contract will amount to an actual, potential or perceived conflict with the interests of the STB Americas.
- 5.3 In providing the Deliverables and performing the Services, the appointed PR agency shall not act, or allow any of its officers, employees, agents, representatives or sub-contractors to act, in a manner that is likely to bring into disrepute or otherwise reduce or diminish the goodwill, reputation, image or prestige of STB or Singapore.

6. FEE STRUCTURE

- 6.1 All costs and fees should be quoted in US Dollars (USD).

**REQUEST FOR PROPOSAL – INVITATION FOR PUBLIC RELATIONS
CONSULTANCY SERVICES FOR SINGAPORE TOURISM BOARD AMERICAS**

RFP No: STB/NY1/20-21/RFP13

For enquiries, email Gina Ng, Senior Manager, STB Americas, Gina_Ng@stb.gov.sg

- 6.2 Please ensure that all items are accounted for and quoted in the Price Schedule. If this is not complied with, STB Americas reserves the right to disqualify the proposal.

Monthly Retainer Fee

- 6.3 The monthly retainer fee quoted in the Price Schedule shall be all-inclusive (i.e. including all value-added taxes and any taxes and duties chargeable) for all the services and deliverables as detailed in this RFP. The appointed PR agency will be paid based on a fixed monthly retainer fee for all these services and deliverables, regardless of the actual number of man hours utilized.
- 6.4 Agencies who use the services of a subcontractor for media monitoring services are required to submit the name and details of the subcontractor in the proposal and include this media monitoring fee as part of the quoted monthly retainer fee in the Price Schedule.
- 6.5 During the Contract Period, STB Americas reserves the right to adjust the services and/or deliverables in its sole discretion within the contracted monthly retainer fee structure. This includes adjusting work items under the appointed agency's detailed scope of work with other critical initiatives. For example, if STB Americas requires fewer Media Familiarization trips in a year, STB Americas may request to instead increase the number of PR Activations or in such manner as STB Americas deems appropriate. Any such changes requests will be discussed with the PR Agency in advance, but subject ultimately to STB Americas' discretion.
- 6.6 Based on the annual scope of work that STB Americas has provided, should STB Americas not fully utilize the scope of work in a given year period, STB Americas reserves the right to roll-over the deliverables to the following year at no additional cost to STB Americas. For example, if only 5 out of 10 Media Familiarization trips are completed in the first year period, STB Americas can roll-over the remaining 5 Media Familiarization trips, to be completed in the following year period.

Additional Projects

- 6.7 During the Contract Period, STB Americas may require the PR agency to work on Additional Projects that are not within the Scope of Work.
- 6.8 Upon request by STB Americas, the appointed PR Agency shall offer an all-inclusive quotation (i.e. including value-added taxes and any taxes and duties chargeable) for such projects.

**REQUEST FOR PROPOSAL – INVITATION FOR PUBLIC RELATIONS
CONSULTANCY SERVICES FOR SINGAPORE TOURISM BOARD AMERICAS**

RFP No: STB/NY1/20-21/RFP13

For enquiries, email Gina Ng, Senior Manager, STB Americas, Gina_Ng@stb.gov.sg

- 6.9 If the appointed PR Agency's price quotation for the additional project(s) is accepted by STB Americas, such additional services provided shall also be subject to the terms of the Contract, including the Conditions of Contract.
- 6.10 Payment for the Additional Projects shall only be upon completion of each project.

Out-of-Pocket Expenses

- 6.11 Out-of-Pocket Expenses refer to postage, domestic and foreign courier charges, entertainment expenses, local transportation to and from the appointed agency's office(s) or between offsite venue(s), mailing list maintenance, international communications, bulk copying, and out-station transportation costs. Should the PR agency require Out-of-Pocket Expenses that are not within this list, STB Americas' written approval should be obtained in advance.
- 6.12 The original receipts and other documentary evidence shall be submitted to STB Americas to prove the actual expenditure.
- 6.13 Out-of-Pocket Expenses shall be billed to STB Americas at a nett cost with no additional fees or mark-ups.
- 6.14 Out-of-Pocket Expenses for each month shall not exceed 5% of the Monthly Retainer Fee, unless STB Americas' written consent is sought prior.

Optional Items

- 6.15 Proposed Fees for any Optional Items shall be all-inclusive (i.e. including all applicable taxes) for the Services and Deliverables proposed/quoted.
- 6.16 Optional items proposed will be exercised at STB Americas' discretion.
- 6.17 The fees for Optional Items shall be paid out on the completion of the proposed activity or according to the payment milestone agreed by STB Americas.

Payment Schedule

- 6.18 It is the responsibility of the appointed agency to submit the relevant invoices and supporting documentary evidence in accordance to the payment schedule above before the payments can be made.

**REQUEST FOR PROPOSAL – INVITATION FOR PUBLIC RELATIONS
CONSULTANCY SERVICES FOR SINGAPORE TOURISM BOARD AMERICAS**

RFP No: STB/NY1/20-21/RFP13

For enquiries, email Gina Ng, Senior Manager, STB Americas, Gina_Ng@stb.gov.sg

6.19 The payment schedule may be varied by mutual agreement before commencement of the activities or tasks relating to the appointment under the Contract. In particular, specific payment milestones shall have to be detailed and be subsequently agreed to between STB Americas and the appointed agency after the Contract has been awarded to the appointed agency.

7. RFP SUBMISSION REQUIREMENTS

7.1 The table below sets out the items that Tenderers are to submit for the RFP.

7.2 Interested agencies should respond in the indicated format (without alterations) and required information must be provided.

7.3 STB Americas reserves the right to disqualify the proposal if the above is not compiled with.

No.	Item	Details
1.	Detailed Proposals in response to STB Americas’ pitch challenges	<ul style="list-style-type: none"> As part of the RFP evaluation, there are two (2) PR and marketing challenges attached in <u>Annex D</u>. Tenderers must submit detailed proposals in response to both challenges. STB Americas’ evaluation criteria and agency presentation details are expanded in Section 8 and 9 in this document.
2.	Price Schedule (<u>Annex F</u>)	<ul style="list-style-type: none"> Tenderers are to refer to the instructions in the Price Schedule and fill it up accordingly. Ensure all cost items are accounted for in this Price Schedule. Otherwise, STB Americas reserves the right to disqualify the proposal. No modification of the prescribed format is allowed.
3.	Account Team’s Experience (<u>Annex G</u>)	<ul style="list-style-type: none"> Tenderers shall provide the proposed team composition that would be servicing STB Americas. In addition, Tenderers are required to fill up the template at Annex G to provide information on the experience and expertise of the proposed core STB Americas account team. As an option, Tenderers may also wish to attach relevant bios and materials.
4.	Agency Portfolio	<p>This includes:</p> <ol style="list-style-type: none"> Company background and total staff strength in the US

**REQUEST FOR PROPOSAL – INVITATION FOR PUBLIC RELATIONS
CONSULTANCY SERVICES FOR SINGAPORE TOURISM BOARD AMERICAS**

RFP No: STB/NY1/20-21/RFP13

For enquiries, email Gina Ng, Senior Manager, STB Americas, Gina_Ng@stb.gov.sg

		<ul style="list-style-type: none"> b. List of major clients serviced by the Tenderer’s US (and Canada, if relevant) office, with examples of recent projects in the past three years c. Track record of the Tenderer’s company d. At least two client references that STB Americas may contact for verifications if required e. Name of representatives, particulars, track record and portfolio of past relevant media monitoring reports, for media monitoring services, if any
5.	List of current clients that may be in conflict of interest to STB	<ul style="list-style-type: none"> • Tenderers are to list out and submit to STB Americas in full their current list of clients who may have conflict of interest with STB Americas. These include, but are not limited to: National tourism organizations, Tourism promotion organizations, Destination promotion organizations, Convention bureaus, Airlines, Airports, and Trade chambers etc. • Tenderers are to list these current clients out in a <u>Word Document</u> and submit this with the headline: “List of current clients that may be in conflict of interest to STB Americas”.
6.	Form of Tender (Annex H)	<ul style="list-style-type: none"> • Tenderers are to complete the form and submit it based on its prescribed format.

8. PR AGENCY PRESENTATION

8.1 Shortlisted PR agencies will be invited to give a presentation of the two required proposed communications plans to a STB review panel. **This will be held virtually, on March 10 to 12, 2021.** STB Americas reserves the right to adjust these dates.

8.2 Each shortlisted PR agency will be given:

- a. 60 minutes to make the presentation, comprising:
 - 75% on Challenge 1 plan
 - 25% on Challenge 2 plan
- b. 30 minutes for Q&A.

8.3 All relevant PR agency staff members who are to be dedicated to STB Americas’ account should be present during the presentation.

**REQUEST FOR PROPOSAL – INVITATION FOR PUBLIC RELATIONS
CONSULTANCY SERVICES FOR SINGAPORE TOURISM BOARD AMERICAS**

RFP No: STB/NY1/20-21/RFP13

For enquiries, email Gina Ng, Senior Manager, STB Americas, Gina_Ng@stb.gov.sg

- 8.4 The PR agency’s proposed day-to-day lead person for the STB Americas account is also required to present at least 50% of the proposals and take questions during the Q&A session.
- 8.5 Agencies should also present case studies of either past and/or present public relations work to demonstrate their understanding of the different pillars within tourism. Where relevant, these case studies should also include examples of collaboration with media, advertising and creative agencies.

9. EVALUATION CRITERIA AND AWARDING

- 9.1 The following criteria listed in ranked order shall be taken into consideration when STB Americas evaluates this RFP Exercise:

Components	Ranking⁶
Creativity of ideas and concepts	1
Strategic competency and integration with STB’s marketing approach	1
Relevant experience of account team and agency competency	2
Team chemistry and dynamics	2
Price	3

- 9.2 STB Americas reserves the right to award the RFP to the Tenderer who best meets the above evaluation criteria. STB Americas is not bound to award the tender to the lowest bidder and reserves the right to award the tender in part and not in full.

Letter of Acceptance

- 9.3 Unless and until STB Americas issues a Letter of Acceptance, the Tenderer shall agree and acknowledge that there is no binding contract between the agency and STB Americas in respect of this RFP. The Tenderer acknowledges and agrees that STB Americas will have to obtain internal approval before issuing a Letter of Acceptance accepting the Tenderer’s quotation or part thereof, and STB Americas shall not be liable to pay the Tenderer for any goods and/or services supplied before the date of issuance of the Letter of Acceptance or date of internal approval, whichever is later. It is the agency’s responsibility to confirm that internal approval has been obtained before supplying STB Americas with any goods and/or services prior to receiving a Letter of Acceptance.

⁶ Criteria with the same ranking are of equal importance and will be weighted equally.