



Ministry of Finance
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REQUEST FOR PROPOSALS

Date of Issue: June 23, 2009

RFP No.: PCS-2009-008

The Bureau of Public Service System on behalf of the Government of Palau is soliciting proposals from interested individuals or vendors to provide services for the *Palau Visitors Authority as a PUBLIC RELATIONS Representative for the North America Region*. Interested vendors may obtain copies of specifications by contacting the Office of the **Bureau of Public Service System, at the address above.**

Award of contract is subject to the availability of funds. Offers or proposals may be rejected and no contract may be awarded by the Procurement Officer pursuant to Republic of Palau Procurement laws.

Offeror acknowledges that the submission of a proposal provides the Republic of Palau the right to inspect at reasonable time the part of the plant or place of business of a contractor or subcontractor which is related to the performance of any contract awarded by the government. Failure to allow inspection may result in the rejection of the proposal/offer.

A successful contractor must comply with local business laws and shall be subject to applicable Republic of Palau taxes and fees.

Proposals must be submitted in 2 copies (one original and one copy). Proposals must be enclosed in an envelope and addressed to the above address with the RFP No. indicated on the envelope. Proposals must be received by the Bureau of Public Service System by **4:00pm (Palau Time) on July 22, 2009** which is the closing date of this RFP.

Proposals received before the issuance date and after the closing date of this RFP will not be considered.

Director, Bureau of Public Service System

SPECIFICATIONS

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OBJECTIVES

- a. Position Palau as the next desirable destination in strategic regions
- b. Establish a high visibility public relations campaign emphasizing Palau's unique selling attributes
- c. Capitalize on the strength of Palau's products and natural beauty to capture an increased market share in strategic regions
- d. Generate awareness among target audience

STRATEGIES

- a. Conduct a high impact media blitz aimed at short lead media outlets to reach targets quickly
- b. Create opportunities for in-depth exposure during ensuing months from longer lead media
- c. Develop & distribute comprehensive materials that build brand awareness and competitive product position for a wide range of audiences
- d. Contact production companies and television network; identify shows appropriate for Palau, for possible tie-ins to feature Palau.

TARGETS

a. Target Markets

- Active travelers
- Soft adventure travelers
- Luxury travelers
- Culture seekers
- Tranquility seekers
- Honeymooners
- Family travelers
- Meeting & Incentive travelers
- Research/Student Exchange travelers

b. Target Media

- Target both trade and consumer media to obtain media placements in film, electronic, and print media
- Dive publications
- Adventure publications
- Outdoor/Nature publications
- Travel & Hospitality Trade publications
- National Daily newspapers
- National Wire Services

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- Consumer Travel publications
- Sports publications
- Luxury publications
- Wellness/Spa publications
- Family publications
- Bridal / honeymoon publications
- Internet magazines & newsletters
- General Consumer publications
- MICE publications

Mission Statement of the Palau Visitors Authority

We are committed to promote our heritage and unique attractions of Palau through sustainable tourism development and the encouragement of responsible practices.

SCOPE OF WORK

Palau Visitors Authority News Bureau Service

- Review, evaluate and qualify incoming promotional requests and inquiries from North America media. Seek out new promotional and television opportunities.
- Issue news releases about Palau as needed.
- Respond to media requests by supplying information, photography, press kits and story ideas. Serve as the "front line" for the Palau Visitors Authority in qualifying media so as to ensure that they are properly credentialed, on assignment and requesting appropriate assistance and broadcast/video/film.
- Review and update press materials contained in the Palau Visitors Authority press kit as needed, and make these press kits available on-line for North America media.

Editorial Targeting

- Utilize knowledge and relationships with editors in all major areas of the travel press. The News Bureau will service journalists in all media categories, such as:
 - Travel industry publications
 - Major market newspapers
 - Travel magazines
 - Regional lifestyle magazines with travel sections
 - Special interest travel publications
- In all cases, work with the individual writers or editors to craft a story angle customized to the special interest of the publication.

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Placement in Key Media

- Regularly review editorial calendars for publications and film productions that have focus sections on Asia/Pacific in both the consumer and travel trade categories. Also, target niche markets such as bridal, cultural or television broadcast.

Measuring the Results

- Submit a Monthly Report in bullet points to show accomplishments and enclose media placements with circulation and value figures, to be combined to a Quarterly Report detailing activities and accomplishments for the quarter.
- Provide clipping service to gather copies of all stories, and mentions about Palau in North America publications and /or television broadcasts.

Itemized Activities

Sales Mission

- Carry out at least one sales mission, calling upon major newspapers, magazines, TV and radio stations. Develop promotional giveaway programs that will guarantee visibility for Palau.

Media Familiarization Tours

- Organize at least one group (5-8pax) of media familiarization tour to Palau with a minimum of one placement per media person.
- Leverage relationships with major airlines servicing Palau to solicit and secure complimentary seats for the press trips.

Video / Filming Shooting Tour

- Organize at least one video or film shooting crew for promotion of Palau as a choice destination.
- Leverage relationships with major airlines servicing Palau to solicit and secure complimentary seats for the video/film shooting crew.

Crisis Management

- For international events that have a significant impact on world tourism.
- With approval of PVA Managing Director, create and implement plans immediately.

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SUBMISSION OF PROPOSALS

Interested individuals or firms may submit their proposals with accompanying documents, submitted either through sealed envelope, e-mail (Microsoft Applications attachments acceptable), or faxed to the Acting Director, Bureau of Public Service Systems/Procurement Office, at the address provided.

CONDITIONS

- Proposals must include all staffing and execution of activities carried out on the contract, all to be covered by the annual fee.
- Proposal must also include references from previous clientele, or a resume showing experience in public relations in the travel media field.
- Term of contract to be awarded will not exceed one year; however, should the individual or firm provide significant job performance, the Palau Visitors Authority will extend the service term to two years or more.

SERVICE FEES

- Annual service fee not to exceed \$36,000 and must include use of office space, electricity, water, local communications, and all applicable handling fees in accomplishing scope of work.
- Out of Pocket expenses [mailing/petrol (gas)/entertainment] including handling fees not to exceed \$350 in any given month and all expenses must be supported by invoices/receipts as in compliance with Republic of Palau's procurement process.
- Any single Out of Pocket expense exceeding \$350 requires PVA Managing Director's approval in advance.

TERMS OF PAYMENT

Monthly compensation will be executed upon submission of monthly invoices during the full term of the contract.

EVALUATION CRITERIA

- Demonstrable Competence and Qualifications
- Fees and other cost; and
- Experience in the performance of the same or related services.