



INVITATION TO TENDER For Public Relations Services in 2024

Contact: Polish National Tourist Office
Date of Issue: 6 December 2023
Deadline: 13 December 2023

The Polish National Tourist Office (PNT0) seeks for a PR agency to help them achieve their goals in 2024.

The purpose of this Invitation to Tender (ITT) is to select a qualified Public Relations Agency to plan, coordinate, and administer Public Relations services to leverage media coverage about Poland as a top travel destination in Central Europe as well as to increase a positive image of the country amongst the British citizens, including both general public and trade. The selected agency will be retained for 12 months.

Overview

The prospective vendor replying to this ITT will be or represent a PR or marketing agency relevant experience and expertise. A proven experience in destination marketing/public relations is a must.

Scope of Work

The Scope of Work will include but not be limited to the following:

- Social media management (Instagram, Facebook, and Twitter)- 1 post per day, excluding weekends.
- Media pitching - daily media enquiries response, reactive and proactive.
- Securing at least 10 journalists from national newspapers and trade media who will be taking part in press trips to Poland organised by the Polish National Tourist Office in London.
- Writing blog posts for the PNT0's website (1 blog post a month)
- Copywriting and proofreading texts provided by the PNT0 including its website.
- Writing and distributing press releases to print, online, specialist and broadcast media if needed.
- Arranging and managing media interviews. (at least 2 interviews a year)
- Weekly clipping services (including estimated number of circulations and media value).
- PR service during WTM 2024

Project Cost

The vendor is requested to provide detailed costs for the services described in the Scope of Work section. **The cost should be provided in GBP and includes the value of the UK tax (VAT)**



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Enquiries

- Questions regarding requirements and scope of work will be received up to 13 December 2023 via email only at dorota.wojciechowska@pot.gov.pl.
- Questions submitted after 13 December 2023 will not be responded to.
- **No verbal enquiries or verbal requests for clarifications will be accepted.**

Submission Requirements

Proposal should be emailed to dorota.wojciechowska@pot.gov.pl. Only the awarded vendor will be notified by email.