



REQUEST FOR PROPOSALS

For 2024 Public Relations & Marketing Services in Ireland.

Contact: Polish National Tourist Office

Date of Issue: 15 December 2023

Deadline: 27 December 2023

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

The purpose of this RFP is to select a qualified Public Relations or Marketing Agency to leverage media coverage about Poland in Ireland as well as to increase a positive image of the country amongst the Irish citizens, including both general public and trade. (travel agents, tour operators) via running a marketing campaign.

The selected agency will be retained for 12 months.

Overview

The prospective vendor replying to this RFP 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:

- Securing at least 5 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 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)
- Running one marketing campaign on Internet. The campaign should reach at least 500,000 unique users.

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)**

Enquiries

- Questions regarding requirements and scope of work will be received up to 23 December 2023 via email only at dorota.wojciechowska@pot.gov.pl.
- Questions submitted after 23 December 2023 will not be responded to.



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- **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.