



**Request for Proposal**  
**of**  
**“Poland Specialist Program” training course**

February 27, 2024

Chicago

## **1. Requesting Party**

Polish National Tourist Office

Address: 980 Michigan Ave., Suite 1550  
Chicago, IL 60053

Telephone: (202) 460-5007

E-mail: bartosz.szajda@pot.gov.pl

## **2. Scope of proposal:**

The design and production of a comprehensive training course for American and Canadian travel agents titled "Poland Specialist Program" on a training platform providing access to, among others, 80 thousand travel agents in North America. For detailed information see Attachment 1.

## **3. Bidders qualifications:**

3.1. All the bidders must confirm in writing that are the following:

1. A legal entity authorized to perform specific activities or actions, if law requires such authorization.
2. Have the necessary knowledge, experience and technical capacity and have also a representative able to perform the contract.
3. Not in the process of liquidation and have not been declared bankrupt.
4. Not a subject to a prosecution preventing them from participating in the tender
5. Not failed to pay taxes and other legal obligations.

Submitted and signed proposal form (Attachment 2) confirms the statements above.

## **4. Communication with Ordering Party.**

Person representing the Ordering Party is Bartosz Szajda – [bartosz.szajda@pot.gov.pl](mailto:bartosz.szajda@pot.gov.pl), phone: (202) 460-5007

## **5. Proposal Guidelines**

- 1) The Bidder can submit only one proposal
- 2) The proposal is binding for not less than 30 days, starting the day the proposal has been submitted
- 3) The proposal must include gross price (including all taxes and fees)
- 4) The project's budget is approximately 26,000.00 USD gross.
- 5) The proposal must align projects guidelines specified in the Attachment 1

## **6. Proposal submission:**

- 1) The proposal must be submitted by e-mail to address [bartosz.szajda@pot.gov.pl](mailto:bartosz.szajda@pot.gov.pl) or by post to the Ordering Party

2) The proposal is due no later than March 8, 2024.

**7. Proposal evaluation:**

Price	10%
Reach	40%
Targeting US and Canadian audience	10%
Visibility (main page vs. other)	10%
Package structure (diversity of advertising formats)	20%
Monitoring and reporting	10%

For details see Attachment 3.

**8. General information:**

- 1) Upon notification, the contract negotiation with the winning bidder will begin.
- 2) Invitation to negotiation does not mean proposal's approval.
- 3) Ordering Party reserves the right to:
  - a) withdraw and cancel the procedure at any time and for any reason
  - b) close the procedure without selecting winning proposal,
  - c) change timeline in the invitation to tender
  - d) request additional information from the bidders at any stage of the procedure
- 4) If the Ordering Party decides to enforce any of the rights listed at point 5, the bidders have no right to claim any compensation for preparing the proposal

**Attachments:**

Attachment 1: Detailed description the proposal's scope

Attachment 2: Proposal form

Attachment 3: Detailed proposal evaluation criteria

## DETAILED DESCRIPTION OF THE PROPOSAL’S SCOPE

Promotion of Poland as a tourist destination in on-line channels.

1. Objective: The design and production of a comprehensive training course for American and Canadian travel agents titled “Poland Specialist Program” on a media platform providing access to, among others, 80 thousand travel agents in North America in order to promote Poland as a safe and attractive tourist destination. The message should target a broad audience in the U.S. and Canada to inspire travel agents’ interest in Poland.
2. Target audience: travel agents from the U.S. and Canada.
3. The message and visuals should focus on Polish cities and cultural heritage.
4. Promotion tools: the proposal must include a choice of advertising formats.
5. Additional information

Channel	Online
Type of media	Travel Advisor Training platforms
Training program	<ul style="list-style-type: none"> <li>- Creative content productions</li> <li>- Production of instructional design. Interactive content and modules: maps, quizzes, achievement tiers</li> <li>- Webinars</li> <li>- Offline training on mobile app</li> </ul>
Marketing and promotion formats (the proposal must include a choice of minimum 3)	<ul style="list-style-type: none"> <li>- native content</li> <li>- video</li> <li>- photo gallery</li> <li>- dedicated section/landing page</li> <li>- mailing</li> <li>- display banners</li> <li>- posts in social media</li> </ul>
Dates	Approx. April–December 2024
Creative work	Provided by Requesting party
Content	Bidder is responsible for creating copy and content to be published; Requesting party must approve before publication

Reporting	Bidder is responsible for creating a report presenting all the deliverables and their statistics (graduation conversion, readership, pageviews, likes, comments etc.)
-----------	---

## PROPOSAL FORM

Requesting party:

Polish National Tourist Office

Address: 980 Michigan Ave., Suite 1550  
Chicago, IL 60053

Telephone: (202) 460-5007

E-mail: bartosz.szajda@pot.gov.pl

Bidder information:

Name	
Address	
Contact details	
Bidder representative's name	
Bidder representative's contact details	

The proposal should be submitted either by e-mail: [bartosz.szajda@pot.gov.pl](mailto:bartosz.szajda@pot.gov.pl) or by post to the Requesting Party.

### Proposal

In response to invitation to tender / requests for proposal in competitive procedure, for **“Poland Specialist Program training course”** I/we present the proposal:

Gross (including all taxes and other fees) price in USD	
---	--

I enclose detailed proposal, including relevant information regarding package evaluation criteria.

I/We declare that I/We have read the terms of the invitation to tender/request for proposal and I/We do not object to it. I/We confirm that I/We have received all the necessary information and explanations to prepare tenders. I/We consider ourselves bound by this proposal for 30 days from the submission deadline. In the case of selection of our proposal I/We commit to perform the contract as specified the proposal price and at the agreed timeline.

I/we declare that I/we am/are:

1. A legal entity authorized to perform specific activities or actions, if law requires such authorization.
2. Have the necessary knowledge, experience and technical capacity and have also person able to perform the contract.
3. In financial condition which allow us to deliver the services in timely and efficient manner.
4. Are not in the process of liquidation and have not been declared bankrupt.
5. Not a subject to a prosecution preventing them from participating in the tender
6. Not failed to pay taxes and other legal obligations.

.....  
Bidder representative singature

## DETAILED PROPOSAL EVALUATION CRITERIA

Price	10%
Reach	40%
Targeting US and Canadian audience	10%
Visibility (main page vs. other)	10%
Package structure (diversity of advertising formats)	20%
Monitoring and reporting	10%

Points award guidelines for the individual evaluation category (max. number of points: 100)

<b>Category</b>	<b>Points awarded</b>
<b>Price</b>	Number of points = gross price of the lowest offer/gross price of the reviewed offer x 10 pts.
<b>Reach</b>	The Contractor shall guarantee the largest measurable reach of the campaign among all submitted offers - 40 pts.
	The Contractor shall guarantee the total reach of the campaign not less than 80,000 - 20 pts.
	The Contractor shall guarantee the total reach of the campaign below 80,000 - 10 pts.
	The Contractor shall not guarantee a measurable reach of the campaign - 0 pts.
<b>Visibility</b>	The Contractor declares to publish at least part of the advertising formats on its main page – 10 points.
	The Contractor does not declare to publish at least part of the advertising formats on its main page – 0 points.



<b>Category</b>	<b>Points awarded</b>
<b>Targeting</b>	The Contractor declares to target specifically US and Canadian audience – 10 points.
	The Contractor does not declare to target specifically US and Canadian audience – 0 points.
<b>Package structure</b>	The Contractor shall propose 5 or more advertising formats (e.g. banner ad, sponsored article, video content, mailing, social media posts or others) - 20 pts.
	The Contractor shall propose 3 advertising formats - 10 pts.
	The Contractor shall propose and properly justify less than 3 advertising formats - 0 pts.
<b>Monitoring and reporting</b>	The Contractor declares to monitor the campaign and deliver a report on the campaign’s performance. The Contractor will determine how the objective’s performance will be measured and how frequent the evaluation will be performed - 10 pts.
	The Contractor will not specify how it will measure the campaign’s performance - 0 pts.