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(Ministry of Tourism, Government of India)
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No:IT.MOSCOW/RoadShow/EAST EUROPE/2019-20

Dated 05.08.2019

**TENDER FOR APPOINTMENT OF A PROFESSIONAL PR AGENCY /
EVENT MANAGEMENT COMPANY FOR ORGANISING INCREDIBLE
INDIA ROADSHOWS IN WARSAW, PRAGUE, BUCHAREST & ATHENS.**

India Tourism Paris(ITP) proposes to organize Incredible India Road Shows in Warsaw (Poland), Prague (Czech Republic), Bucharest (Romania) and Athens (Greece) in October, 2019. The objective of organizing Road Shows is to showcase India's myriad tourism products to Tour Operators, Travels agents and Media in Warsaw (Poland), Prague (Czech Republic), Bucharest (Romania) and Athens (Greece) and to provide platform for Indian Tour Operators to interact with their counterparts in these countries.

2. India Tourism Office, Paris / Moscow is interested in appointing a PR Agency / Event Management Company for organizing the proposed Road Shows in a professional manner. PR Agency / Event Management Company should have:

- i. The ability to organize events in a professional manner.
- ii. Prior experience in organizing tourism related Road shows / workshops / events.
- iii. Ability to provide experienced and dedicated team for undertaking events.
- iv. Must have data base of leading Tour Operators selling India and Asia and travel agents etc. in all the four cities of Warsaw, Prague, Bucharest & Athens.
- v. Data base of Media (travel journalist / travel writers / bloggers / mainline media / online media, etc.)

3. **Cities selected for Roadshows** : Warsaw, Prague, Bucharest & Athens.

4. **Dates for the Roadshows:**

21 st October 2019 (Monday)	-	Warsaw (Poland)
22 nd October 2019 (Tuesday)	-	Prague (Czech Republic)
23 rd October 2019 (Wednesday)	-	Bucharest (Romania)
24 th October 2019 (Thursday)	-	Athens (Greece)

5. **Estimated number of local attendees:**



- Road Show in **Warsaw** -total attendees = 60-70 including 10 Media persons
- Road Show in **Prague** -total attendees = 60-70 including 10 Media persons
- Roadshow in **Bucharest** -total attendees = 60-70 including 10 Media persons
- Roadshow in **Athens** -total attendees = 60-70 including 10 Media persons

6. **Event format (Subject to Change)**

Time	Venue	Particulars
4:30 pm – 5:00 pm		Registration desk and supplier set up.
5:00 pm – 5:30 pm	Hall 1	<p>Guest Arrival</p> <ul style="list-style-type: none"> • Welcome beverages & snacks/ appetizers – Wine & Beer/ Tea & Coffee / Juices and Soda, Indian Vegetarian and Non Vegetarian Snacks, European snacks) High rise tables. • One registration table with 2 chairs in front of the hall. <p>Registration and welcome refreshments</p>
5:30 pm – 7.00 pm	Hall 1	<p>SPEED DATING B2B (Sit down, tables, business arrangements)</p> <ul style="list-style-type: none"> • B2B Interactions between Buyers & Sellers. • 15-20 Tables with 2 chairs on either sides. • Wine & Beer/ Tea & Coffee / Juices and Soda. • Indian Vegetarian and Non Vegetarian Snacks, European snacks.
	VIP Room	Interaction with Senior official of India’s Ministry of Tourism/Embassy of India with Media/Press etc., on the sidelines of B2B session
7:00 pm -9:00 pm	Hall 2	<p>DINNER (sit down, round table theatre style arrangement)</p> <p>(19:05 - 21:00 - Presentation/Speech Indian Cultural Performances / Entertainment.)</p> <ul style="list-style-type: none"> • Stage with Podium • 8-10 Round Tables with chairs (about 10 pax per table). • Wine & Beer/ Tea &

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		<ul style="list-style-type: none"> • Coffee / Juices and Soda • Indian (Vegetarian and Non-Vegetarian.) and European Food Menu.
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7. Scope of Work/ Terms of Reference:

The agency appointed for organizing the event would be responsible for the following:

- a) To assist India Tourism, Paris in finalizing venue in Warsaw, Prague, Bucharest and Athens for the roadshow.
- b) Design e-invite for e-mail blast.
- c) Dispatch of invitation by e-mail to major tour operators, travel agents Promoting tours to India & Asia, as well as those not promoting India, Opinion Makers, influential media persons / journalists.
- d) Receiving RSVPs.
- e) To carry out at least two e-mail blasts reminding invitees about the roadshows.
- f) Follow up with invitees in all the cities regarding their participation in the Road Shows.
- g) Identify and fix appointments of leading travel related media / opinion makers / key influencers with Indian official delegation in all the cities.
- h) Co-ordination with Indian Tour Operators attending the roadshows.
- i) Coordination with Hotel (venue) for making arrangements.
- j) Coordination with Catering and Beverage services of the Hotel.
- k) Coordination with technical team of the hotel for setting up of Audio-visual equipment at the venue.
- l) Coordination with hotel for branding at the Event Venue.
- m) To provide adequate staff at the venue for registration, welcome and usher of invitees at the venue.
- n) To help in translation of Presentation and hiring of Interpreters for simultaneous translation.
- o) To help in organizing B2B session between the Local Tour Operators and Indian organizations.
- p) To prepare Press Releases for all the Road Shows and to follow up to get wide publicity.
- q) To prepare and distribute kit bags to the invitees at the Road Shows in consultation with India Tourism Paris.
- r) To prepare a detailed report at the end of the Roadshow in each city; which must include photographs, videos, media coverage in print, electronic, digital etc.
- s) To compile a list of participants (buyers) along with their complete contact details and share the data base with India Tourism, Paris post event.
- t) Liaison with different agencies including Indian Mission on a day to day basis.

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- u) To make arrangements for accommodation and transportation for the delegates, if required, in consultation with India Tourism Paris.
- v) Assist India Tourism, Paris in hiring Photographer / Videographer for the event in all the cities.

8. India Tourism Office, Paris would select and book venue (hotel), hire audio visual equipment, creative material for branding, material for kit bags. Payment for venue, food & beverages, AV equipment, photographer / videographer will be settled directly by India Tourism, Paris.

9. Based on the Scope of work / Terms of Reference at Para-7 above, interested PR Agency / Event Management companies may submit quote for organizing roadshows in both the cities in PDF Format as per format Given Below:

Sr. No.	Particulars	Net Cost in EURO(€)	Tax in EURO(€)	All-inclusive Total Cost in EURO(€)
01.	Cost of organizing Roadshow in Warsaw (Poland), Prague (Czech Republic), Bucharest (Romania) and Athens (Greece) in October, 2019. (The cost includes, Event Management Fee / Agency Fee, Administrative Expenses, Travel Expenses and other expenses for all the cities)			

10. Payments: Payments for all expenditure will be made by India Tourism, Paris in Euro(€) on submission of invoices with supporting documents, where ever required.

11. Interested agencies may submit quotes as per above format by e-mail (directorindiatourismparis@gmail.com) on or before 1500 hrs. on August 26, 2019.



(B.B. Mukherjee)
Assistant Director

India Tourism – Paris

E-mail : directorindiatourismparis@gmail.com

Place : Paris

Date : 05th August 2019.
