

# Incredible India

No:IT.PARIS/RoadShow Russia/2018-19

Dated 05.07.2018

## TENDER FOR APPOINTMENT OF A PROFESSIONAL PR AGENCY / EVENT MANAGEMENT COMPANY FOR ORGANISING INCREDIBLE INDIA ROADSHOWS IN MOSCOW & ST. PETERSBURG

Indiatourism Office, Paris proposes to organize Incredible India Road Shows in Moscow (Russia) and St. Petersburg (Russia) in July 2018. The objective of organizing Road shows is to showcase India's tourism products to Tour Operator, Travels agents and Media in Moscow and St. Petersburg and to provide platform for Indian Tour Operators to interact with their counterparts in the both the countries.

2. India Tourism Office, Paris is interested in appointing a PR Agency / Event Management Company for organizing the Road Show in a professional manner. PR Agency / Event Manager 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 both Moscow and St. Petersburg.
- v. Data base of Media (travel journalist / travel writers / bloggers / mainline media / online media, etc.)

3. Cities selected for Roadshows : Moscow and St. Petersburg

4. Dates for the Roadshows:

|                                      |   |                                   |
|--------------------------------------|---|-----------------------------------|
| 30 <sup>th</sup> July 2018 (Monday)  | - | Roadshow in <b>Moscow</b>         |
| 31 <sup>st</sup> July 2018 (Tuesday) | - | Roadshow in <b>St. Petersburg</b> |

5. Estimated number of local attendees:

- Road Show in **Moscow** -total attendees = 60-70
- Road Show in **St. Petersburg** – total attendees = 60-70



**INDIA TOURISM, PARIS,**  
(France, Switzerland, Portugal, Spain)

**Ministry of Tourism, Government of India,**

13 - Boulevard Haussmann. 75009 – Paris, France.

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Website: [www.incredibleindia.org](http://www.incredibleindia.org), Email: [directorindiatourismparis@gmail.com](mailto:directorindiatourismparis@gmail.com)

6. Event format (Subject to Change)

|                   |  |
|-------------------|--|
| 4:30 pm – 5:00 pm | Registration desk and supplier set up  |
| 5:00 pm – 5:30 pm | Registration and welcome refreshments  |
| 5:30 pm – 6.45 pm | B2B interaction between buyers and sellers.<br><br>(Interaction of top official of India's Ministry of Tourism with Media/Press etc., on the sidelines of B2B session) |
| 6:45 pm – 6:50 pm | Opening address by the Ambassador of India   |
| 6:50 pm – 7:05 pm | Key note address by Secretary (Tourism)  |
| 7:05 pm – 7:25 pm | Presentation by Ministry of Tourism  |
| 7:25 pm – 7:30 pm | Air India Presentation<br><i>(only in online stations)</i>   |
| 7:30 pm – 7:45 pm | Cultural performance   |
| 7:50 pm onwards   | Cocktail & Dinner.<br>Door Prize announcement  |

7. Scope of Work/ Terms of Reference:

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

- a) To assist India Tourism, Paris in finalizing venue in Moscow and St. Petersburg 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.

*Bhaskar Chatterjee*

- f) Follow up with invitees in both cities regarding their participation in the Road Shows.
- g) Identify and fix appointments of travel related media / opinion makers / key influencers with Indian official delegation in both 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 prepare Press Releases for all the Road Shows and to follow up to get wide publicity.
- o) To prepare and distribute kit bags to the invitees at the Road Shows in consultation with India Tourism Paris.
- p) To prepare a report at the end of the Roadshow in each city.
- q) To compile a list of participants (buyers) along with their complete contact details and share the data base with India Tourism, Paris.
- r) Liaison with different agencies including Indian Mission on a day to day basis.
- s) To make arrangements for accommodation and transportation for the delegates, if required, in consultation with Indiatourism Paris.
- t) Assist India Tourism, Paris in hiring Photographer / Videographer for the event in both the city, if required.

**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:**

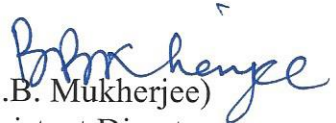
| Sr. No. | Particulars   | Net Cost | Tax | All inclusive Total Cost |
|---------|---|----------|-----|--------------------------|
| 01.     | Cost of organizing Roadshow in both Moscow on 30 <sup>th</sup> July 2018 and St. Petersburg on 31 <sup>st</sup> July 2018.<br><br>(The cost includes, Event Management Fee / Agency Fee, Administrative Expenses, Travel Expenses |          |     |                          |

*Boban Chayal*

|  |   |  |  |  |
|--|---|--|--|--|
|  | and other expenses for both<br>Moscow and St. Petersburg) |  |  |  |
|--|---|--|--|--|

**10. Payments:** Payments for all expenditure will be made by India Tourism, Paris 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 **July 13, 2018.**



(B.B. Mukherjee)  
Assistant Director

India Tourism – Paris

E-mail : directorindiatourismparis@gmail.com

Place : Paris

Date : 05<sup>th</sup> July 2018.

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