



Request for Expressions of Interest

The Jamaica Tourist Board (JTB) is reviewing the assignment of its public relations and corporate communications business worldwide and is inviting expressions of interest from suitably qualified Public Relations (PR) firms with demonstrated capabilities in strategic media relations and a proven record of success in developing and implementing fully integrated, dynamic public relations plans with government entities in the travel and tourism industry, to be considered for review.

The JTB directs the marketing of brand JAMAICA – one of the world's leading destinations, through all applicable channels including above the line mainstream media and new media channels to prominently position Destination JAMAICA in travel markets worldwide.

The JTB is interested in securing a committed and reliable partner that will fulfil the above objectives and align with the core business of attracting more visitors to drive economic benefits for the destination.

Firms interested in being considered for this assignment are invited to submit an agency profile which meets the minimum eligibility criteria and provides the relevant information as outlined below:

- Demonstrable record of minimum 5 years' experience in tourism, destination marketing and communications, and related activities as a prerequisite for consideration
- Principal must have at least ten (10) years' experience as an agency lead as a prerequisite for consideration
- Demonstrable specialist skill sets and experience of key personnel
- Demonstrable knowledge of travel and tourism industry, and clear insight into Jamaica's competitive set
- Comprehensive agency profile should include client list and primary office domiciled in the USA with a network of affiliates and/or partners in Canada, UK, Europe and Latin America
- Evidence of work for a single tourism client for a value no less than a total cost of US\$1.5 million within the last 5 years, among other successful PR campaigns with brief case histories of the work completed
- Demonstrated PR capabilities in dealing with government entities in the travel and tourism industry, with measurable success.

Proposal submissions should be no longer than 10 pages. The credentials presentation is the initial step in the review process. The information requested is a prerequisite for qualification, after which the JTB will issue a formal Request for Proposal to the shortlisted firms. Expressions of Interest should be received at the JTB headquarters in Kingston by **3:00 p.m. (local time) on March 9, 2020** and should be submitted in electronic format to:

PR Firm 2020
The Jamaica Tourist Board
64 Knutsford Boulevard, Kingston 5, Jamaica, W.I.
Email: pragency2020@visitjamaica.com



OFFICE OF THE PRIME MINISTER REQUEST FOR EXPRESSIONS OF INTEREST (REOI)

PR, MARKETING AND COMMUNICATIONS FIRM FOR KINGSTON 4

COUNTRY: JAMAICA
PROJECT: YOUTH EMPLOYMENT IN THE DIGITAL AND ANIMATION INDUSTRIES
IBRD LOAN NO.: 8405- JM
COMPONENT: SKILLS AND CAPACITY TO ENHANCE EMPLOYABILITY AND ENTREPRENEURSHIP
BID NO.: JM-OPM-147229-CS-QCBS
SELECTION METHOD: QUALITY AND COST BASED

The Government of Jamaica has received financing from the World Bank towards the cost of the Youth Employment in the Digital and Animation Industries (YEDA) Project and intends to apply part of the proceeds for consulting services.

The YEDA Project is seeking to engage a firm to provide consulting services ("the Services") that will be responsible for, among other things, the planning and efficient execution of a pragmatic and targeted Public Relations, Marketing and Communications Strategy for KingstOOn 4. The consultant will further be responsible for identifying and confirming local, regional and international sponsors.

The firm will work in collaboration with the Project Implementation Unit and Animation Industry Stakeholders to:

- Establish the KingstOOn brand as the premier International Afrocentric Animation Market.
- Leverage media relations (locally, regionally and internationally) to drive awareness of the local animation industry both locally and abroad.
- Create awareness among key target audiences and stakeholders about all aspects of the event.
- Attract participation of the key target audience and stakeholders to KingstOOn. The target for daily attendance is 1,000.
- Develop and implement a detailed integrated marketing communications plan for the KingstOOn festival to attract local, regional and international participants. The plan should explore innovative ideas such as having a Comic con component or inviting international stars to increase participation.

f. Identify local and international partners to support the execution of the festival.

Interested firms are required to submit an Expression of Interest (EOI) for this opportunity. Each EOI should include the following:

- A response summarizing:
 - Interest in the opportunity
 - The firm's profile and structure evidencing the positions required for the assignment as detailed in the Terms of Reference (No requirement to submit CVs or bio date); and
 - Experience in similar assignments.

The shortlisting criteria are:

- Experience in successfully implementing at least three (3) similar assignments, i.e., developing and executing integrated public relations, marketing and communications strategies to promote events of a similar nature.
- Indication (in the firm's profile and structure) of required positions for the assignment

Shortlisted firms will be contacted and requested to provide a full proposal in respect of the assignment.

The attention of interested Consultants is drawn to Section III paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IFP Borrowers" July 2016, setting forth the World Bank's policy on conflict of interest.

A consultant firm will be selected in accordance with the **Quality Cost-Based Selection Method** set out in the Procurement Regulations. Further information can be obtained at the address below during office hours **Mondays to Thursday, 09:00 hours to 17:00 hours and on Fridays, 09:00 hours to 16:00 hours.**

Office of the Prime Minister
Youth Employment in the Digital and Animation Industries
Attn: Procurement Specialist
47b South Camp Road, Kingston 4, Jamaica
Tel: 876-930-7620, E-mail: ibrdyedaip@opm.gov.jm

Expressions of Interest must be delivered in a written form to email address ibrdyedaip@opm.gov.jm by **February 28, 2020**. The subject line should read: **JM-OPM-147229-CS-QCBS**:

PR, MARKETING AND COMMUNICATION FIRM FOR KINGSTON. The detailed Terms of Reference for the Consultancy Service is available on the website of the Office of the Prime Minister at: www.opm.gov.jm.

The Procuring Entity reserves the right to cancel the Request for Expression of Interest process or reject any or all submissions at its discretion.

NOTICE

PLEASE CHECK THE MINISTRY'S WEBSITE FOR THE FULL DOCUMENTS

For Bookings Email:
jisadvertising@gmail.com,
procurement@jis.gov.jm