

Terms of Reference

**MEDIA AND COMMUNICATION STRATEGY FOR PUNJAB TOURISM FOR
ECONOMIC GROWTH PROJECT.**



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Media and Communications Outreach Strategy for Punjab Tourism for Economic Growth Project

1. Introduction.

Government of Punjab, Planning & Development Board, (P&D Board) in collaboration with World Bank Group (WBG) is implementing Punjab Tourism for Economic Growth Project (PTEGP) with the total project cost of USD 55 million over five years. The project aims to promote tourism sector by strengthening the institutional capacity through better skills development, increase private sector participation and improve infrastructure services in the tourism sector in Punjab.

The site selection process is based on heritage significance, development of alternate destinations boasting eco-tourism, and existing and potential tourist footfall. In the initial phase of implementation, the project will support the planning and infrastructure development for the following selected sites in addition to other project activities:

I. **North Punjab**

- Taxila Museum
- Bhir Mound and Dharmarajika Stupa
- Taxila World Heritage Site Stupa at Toap Mankila
- Kotli Sattian
- Katas Raj Temple
- Rohtas Fort
- Chakwal

II. **Central Punjab**

- Lahore Museum
- Badshahi Mosque Lahore
- Gurdwara Rori Sahib, Kamoki, Gujranwala
- Gurdwara Sacha Sauda, Farooqabad
- Janam Asthan, Nankana Sahib

III. **South Punjab**

- Uch Sharif Shrine
- Ghulam Farid, Mithan Kot
- Qila Kohna Qasim Bagh
 - o Shah Rukhn e Alam Shrine
 - o Bahauddin Zakariya Shrine

The implementation of the project is to be supported by a comprehensive Communications and Marketing Strategy to help brand, launch and market the PTEGP activities to the relevant stakeholders in the public and private sector, civil society, local communities and the development partners. To this end, the project requires the services of an experienced Media and Communications firm.

2. The communication strategy

- i. Update the communications strategy (developed in 2017), understand the intended target audience and aim of the project; and develop a corresponding branding and marketing campaign to highlight the rich heritage, eco-tourism potential, and diverse tourism assets of the province.
- ii. Develop a strong brand and position Punjab's tourism sector as a viable option for domestic and international segments of the tourists.
- iii. Create a unique brand identity for the project and launch it through a high-profile visibility and image-building campaign.
- iv. Develop Media (Print, Electronic and Digital) campaign to highlight the stability and peace in the region and promote it as a hub of interfaith harmony.
- v. Develop a detailed, phased and time-bound plan to implement the communications strategy in the form of dates, activities, milestones and associated costs.
- vi. Develop and share comprehensive performance metrics against which PMU-PTEGP will assess effectiveness and impact the Communications and Marketing Campaign.

3. Scope of Work.

The media firm will work with Punjab Tourism for Economic Growth Project (PTEGP) in accordance with clauses of the contract agreement with Project Manager, PTEGP.

The consultant(s) will carry out the following tasks while leveraging the existing material including the PTEG newsletters, awareness material and site management plans developed by UNESCO and other project consultants for the identified sites and also the existing tourism App of the Government of Punjab. All of these should ideally be a part of the communications campaign and this activity should also build on what is already available.

- i. Lead strategic communications through design, development and production of relevant content to engage various project stakeholders including government departments, private sector agencies as well as non-profit sector entities. In addition, support the project team in managing and documenting high-profile stakeholders' engagement events and activities such as Travel Marts, Tourism Summits, Conferences, Festivals and Expos for the implementation of Tourism Policy and roadmap in Punjab.
- ii. Upgrade design of PTEG website for a local and international audience.
- iii. In addition to producing new material, the firm may build upon the existing communications material developed under PTEGP including Newsletter, Brochure, Website and Social Media. Social Media strategy. Develop and execute social media strategy to effectively promote tourism and PTEGP, and to generate awareness among national and international tourists.
- iv. Develop promotional material including but not limited to Coffee Table Book, Video Documentaries, Brochures, catalogues, Video – logs (v-logs), Digital marketing and virtual tour solutions for two museums (Lahore and Taxila) and other sites under the PTEG project including Mobile Apps and Augmented reality content related to Tourism. Produce

high quality outreach and marketing material for print, electronic, social media and information products for tourist information centers stationed at project sites.

- v. Identification of the communication products and activities based on social, cultural and gender aspects. Communication products (Training & IEC materials) and activities should be clearly described and linked to theoretical determinants and communication objectives
- vi. Design, plan and manage tourism related events including at least 6-8 local cultural fairs, festivals, road shows, workshops, seminars, regional & international conferences. This will involve drawing up a detailed program, agenda and scheme of the event, including the layout and planning of the event venues, receptions and dinners, and musical evenings associated with such events, and food menu selection and lighting arrangements. Promotional material for these events (electronic, print & digital) will also be designed by the same firm.
- vii. Develop strategy to encourage entrepreneurship and private sector investment to support tourism in Punjab, facilitating the objectives of the PTEGP, by organizing a tourism investment promotion conference.
- viii. Bridge information gaps at the service delivery level, ensuring effective engagement of target audience and communities (residing in close vicinity of project sites) with the tourism service providers and tourism industries in Punjab, e.g. ensuring awareness and visibility of tourist infrastructure, security, hospitality facilities and women-friendly amenities particularly with respect to the flagship tourism sites.
- ix. Develop, plan and budget a series of high-profile conferences and workshops at Pakistani Embassies and foreign institutions, in conjunction with the private sector, biannually (two events per year in different locations abroad in line with International Calendar of Events) to highlight and celebrate Punjab's cultural heritage through knowledge-sharing and deliberative exchange methodologies.
- x. Develop a detailed implementation plan with clearly defined roles, responsibilities and potential costs associated with implementation of the Communications, Marketing and Outreach Strategy for effective monitoring and evaluation by PMU-PTEGP.
- xi. Develop a Public Relations (PR) strategy to showcase Punjab's cultural, ecological and heritage tourism assets through travel blogs, in-flight travel magazines, digital means and engagement of travel journalists' community.
- xii. Communication Plan for dissemination of intermediary and final results of the SMPs, MMPs, ISMPs and their implementation on-ground.
- xiii. Collect pictures, stills and videos of the agreed sites using its own resources. There will be zero tolerance towards material including text, pictures and videos collected from secondary published and electronic media sources except those provided by the PMU PTEGP.
- xiv. All the material produced by the firm including the pictures, videos, data, text and similar content will be the sole property of the Government of Punjab and should not be reproduced or shared by the firm without prior written permission from the PTEG PMU.

4. Team Composition

- i. Team Lead - A Postgraduate degree in Mass Communications/Business Administration/Tourism/Social Sciences/ Development Sciences/ from a recognized University duly approved by Higher Education Commission of Pakistan; Communication and behavior change program design and evaluation; demonstrated experience in tourism/hospitality and digital communication technologies is essential. At least 10 years of relevant work experience is required.
- ii. Research Associate – A Postgraduate degree in social sciences/tourism/Statistics; or other relevant disciplines from a recognized University duly approved by Higher Education Commission of Pakistan. Demonstrated experience in working on qualitative and quantitative research projects with strong grasp of both data analytic methods; strong writing skills are preferred. At least 5 years of relevant work experience is required.
- iii. Event Manager and Workshop Facilitator – A Postgraduate degree from a recognized University duly approved by Higher Education Commission of Pakistan. Demonstrated experience in conducting participatory planning workshops with diverse stakeholders. At least 5 years of relevant work experience is required.
- iv. Communication Design Specialist – Postgraduate degree in Communication/Graphic Design from a recognized University duly approved by Higher Education Commission of Pakistan; Relevant experience in designing communication campaigns; strong skills in design software such as Adobe Illustrator; Adobe Photoshop; Corel Draw, etc. At least 5 years of relevant work experience is required.
- v. Digital Media Specialist – A Bachelor’s degree in related field from a recognized University duly approved by Higher Education Commission of Pakistan. At least 3 years of relevant work experience in digital media is required.
- vi. Public Relations Specialist and Content Writer - A Postgraduate degree in Journalism or related field and excellent report writing skills in English languages. The work of this expert will be reviewed by the PMU at the stage of evaluation.

All experts will have the support of a number of backstopping staff.

5. Reporting Arrangements

The Consultant will work under the direct supervision of the Project Manager of Project Management Unit for PTEG mapped under the Planning and Development Board Punjab. As directed by this officer, the Consultant will provide assistance to other officers in various departments.

The products to be published, broadcasted, etc., will be pre-approved by PTEGP. The Firm will present monthly activity reports after each event or significant activity, including quantities of products, etc.

The internal PTEGP staff shall carry out evaluation of deliverables in both qualitative and quantitative terms, based on the performance metrics developed and submitted by the firm.

Duration:

3 years from signing of the final contract

Method:

Quality and Cost Based Selection (QCBS) method set out in the Consultant guidelines, selection and employment of consultants under IBRD loans and IDA credits & grants by World Bank borrowers January 2011, revised July 2014.

SHORTLISTING CRITERIA

1. Existence as a legal Entity (Legal incorporation) for last 10 years as a communication firm
2. Not on World Bank's debarred list
3. Having completed at least two contracts/ activities in tourism, heritage, culture related areas

QUALIFICATION AND EXPERIENCE

- i. Knowledge of Tourism landscape in Punjab to carry out research and employ it to develop communication and marketing content.
- ii. The firm shall have at least 5 years' experience of successful and verifiable relevant work, preferably in the design and development of high-profile tourism marketing campaigns with experience of working with tourism industry or a closely related industry.
- iii. Demonstrable capacity to understand target audiences and develop effective communication plans.
- iv. Availability of appropriate skills and staff which may include creative concept and content generation, branding, design and delivery of high-profile communication material and campaigns for a diverse local, national and international audience to demonstrate that the company is qualified to perform the services.
- v. Ability to work with multiple stakeholders from the government, private and development sector.
- vi. Availability of technical facilities and equipment to carry out relevant communications and marketing tasks in print, electronic and below the line media, including Information and Communications Technology i.e digital communication.

- vii. Sound technical capacity in the design and implementation of communications and marketing campaigns for diverse target audience; international experience is preferable.
- viii. Documented experience in planning and management of high-profile events and conferences.
- ix. Excellent content generation, copy writing and report writing skills/capacity.
- x. Documented expertise in media management, media linkages and PR.