

# Public Relations RFP



The Bermuda Tourism Authority is in search of a world-class Public Relations firm to continue elevating and protecting the brand.

**BERMUDA**  
TOURISM AUTHORITY

BERMUDA is *diverse*.

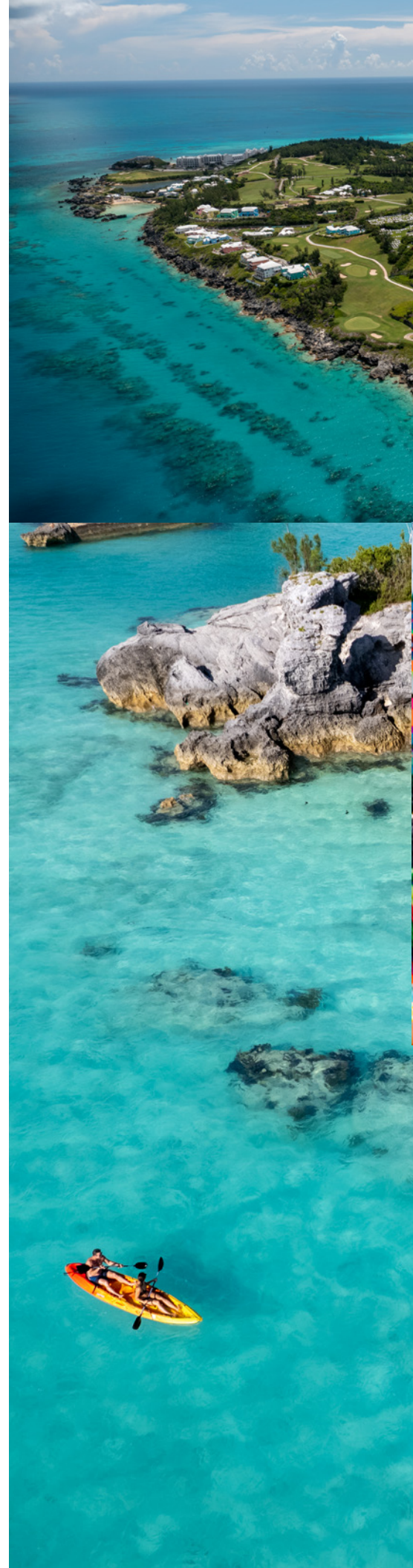
BERMUDA is *friendly*.

BERMUDA is *sophisticated*.

## Let's admit it, BERMUDA has *swagger.*

BERMUDA is unique in that it offers a tourism experience where there's no barrier between visitors and locals. The people of BERMUDA are welcoming, well-mannered, warm and know how to have fun. They are well traveled, love making connections and showing off their beautiful island to visitors.

The BERMUDA experience is elegant, relaxed and genuinely warm. It's celebrating cultures, reveling in nature and staying open to whatever is around the bend. Whether enjoying the beach, dining out, or teeing it up, there's bound to be a resident alongside you. It's not only safe for travelers to immerse themselves in local sights, sounds and tastes; some might even say that's the best way to experience our country.









## Who We Are

The BERMUDA TOURISM AUTHORITY is dedicated to building lasting, sustainable tourism success for the island's industry. As BERMUDA evolves and builds on its successes and considers the everchanging tourism landscape, a comprehensive six-year [National Tourism Plan](#) was developed by the BERMUDA TOURISM AUTHORITY to maintain its strong growth through 2026 and beyond.

The plan is designed to build a clear view of BERMUDA'S aspirational future for tourism, tackle the effects of COVID-19 and ensure a healthy recovery of the Tourism Industry in BERMUDA.



# Scope of Work

**Bermuda Tourism Authority (BTA) seeks to maximize the efficiency and effectiveness of its communication and public relations efforts through the selection of a strategic and results driven reputable public relations agency. The selected agency will provide strong strategy and insight development for initiatives that inform Bermuda Tourism's overall earned media direction across communication channels.**

**The selected agency's responsibilities will include but are not limited to:**

## OBJECTIVES

- Position Bermuda as a world-class tourism destination for leisure and group business travel.
- Ability to maintain, evolve and activate robust crisis management plans on and off island.
- Identify and develop industry and market-specific trends to generate coverage for Bermuda and differentiate the Island.
- Generate creative, innovative ideas to set the island apart. Increase awareness, engagement, and maintain momentum.
- Develop outstanding brand awareness and publicity representing the Bermuda and partners to ensure balanced representation in our PR efforts.
- Establish working relationships with influential and relevant media to elevate Bermuda as a top of mind destination.
- Develop relationships with high-profile celebrities and influencers for content creation and Friends of Bermuda Ambassador Program.
- Showcase the effectiveness in attracting visitors to Bermuda through thought leadership and speaking opportunities.
- Manage potential media crises and protect brand reputation.
- Secure targeted broadcast opportunities for the island showcasing our unique offerings.
- Must stay aware of local developments, paying special attention to politics, public affairs and the tourism industry, among several other areas.
- Establish relationships with trade and industry publications to leverage and support group and MICE.
- Full alignment and integration with internal teams (digital, creative, social) for content creation and asset management.
- Integration and collaboration with other agencies (creative, digital, traditional media, etc.) is required — including joint activations, shared plans, working collaboratively and finding synergies to amplify the message.
- Monthly, quarterly and annual reporting on media coverage, quality, value and impact. Responsible for all tracking (media and influencer tools/software licensing).
- Keep detailed records and meet stringent requirements established by federal and local government agencies, including billing, reporting and measuring results.

## PROPOSAL

1. Provide description of the nature of the agency's services and activities, along with brief history and location(s).
2. Provide financial statements as evidence of financial stability. Agency must document sufficient financial resources necessary to perform all services associated with this contract. Financial statements are required in the form of a balance sheet and/or income statement for the last year these are available. Financial statements are confidential and must be labeled "confidential" and submitted in a separate envelope. One set is sufficient.
3. Examples of successful crisis PR work (minimum of two case studies) demonstrating preparedness and management expertise.
4. Overview of process and methodology used for earned media strategy development.
5. Brief overview of assigned team identifying roles and who will service account.
6. Clearly define how you propose the agency team and BTA team interact as a part of the continuous planning, development, execution, and optimization process.
7. Current tourism-specific client list and confirmation there are no conflicts of interest between any existing contract or client relationship.
8. Agency fee structure (for current and incremental budget allocations) as well as hourly billing method and rates.

9. Description of tactical process (for day-to-day earned media projects).
10. Description of agency's resources which would be used to leverage celebrity integrations, partnerships and opportunities.
11. Knowledge of BERMUDA
  - a. Describe your team's overall knowledge of BERMUDA.
  - b. Where do you see opportunities?
  - c. What strategy would you recommend for BERMUDA's PR efforts?
12. Describe and provide examples of your experience working with PR budgets of \$1 million or more.
13. Provide a detailed outline of all of the measurement and media tracking tools that will be used for the account. Provide a sample detailed report from a past public relations campaign.
14. Approach to Diversity, Equity & Inclusion within your agency.

## **SELECTION CRITERIA**

Agency will be selected on the basis of (but not limited to) the following:

1. Superior qualifications with respect to the overall agency and the individual(s) assigned to work on this business.
2. Successful strategies with other travel-related companies and destinations.
3. Demonstrated ability to develop and execute effective and results-oriented earned media activations.
4. Demonstrated superior Travel/Tourism/Destination knowledge.
5. Background working with a committee (taking and giving direction as appropriate).
6. The quality and clarity of response (demonstrating the agency's ability to communicate clearly and creatively).
7. Crisis management expertise.
8. Ability to showcase commitment to BERMUDA account.

# Proposals & Timing

RFP release date: Jan. 23, 2023

Ten (10) hard copies of proposals must be delivered to the Bermuda Tourism Authority office by Friday, February 17, 2023 by 3pm EST to the following address:

Jamari A. Douglas  
Bermuda Tourism Authority  
675 Third Avenue  
12 Floor  
New York, NY 10017

Additionally, an electronic copy must be submitted on Friday, February 17, 2023 by 3pm EST to [jdouglas@bermudatourism.com](mailto:jdouglas@bermudatourism.com). Ensure subject line is Public Relations RFP.

## SELECTION PROCESS\*

Task	Completion Date
RFP Published	Jan. 23, 2023
Questions Due to BTA	Jan. 27, 2023
Reponses to Questions Due	Jan. 30, 2023
Submit Signed Intent to Bid	Jan. 31, 2023
Proposals Due	Feb. 17, 2023
Notification of Finalists	Feb. 22, 2023
Finalists Presentations	Feb. 28 - Mar. 2, 2023
Notice of Intent to Award Contract, Negotiations & Reference Checks to Begin	Mar. 12, 2023

\*This proposal timeline may be altered at any time at the discretion of the BTA. BTA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of the Authority.

## NOTICE OF INTENT TO BID

Notice of Intent to Bid (Attachment 1) must be received electronically by Jan. 31, 2023 (due 3pm EST).

The notice shall be sent by email to [jdouglas@bermudatourism.com](mailto:jdouglas@bermudatourism.com).

The Notice of Intent to Bid is nonbinding.

Proposals will be accepted only from applicants who submitted a timely Notice of Intent to Bid.

## METHOD OF SELECTION

Following receipt of written proposals, the BTA may then select agencies that qualify as finalists. Specifics about the presentation and additional destination documents will be shared with finalists at the time of their notification. Final selection of the winning agency shall be based on a combination of both the written and in-person proposals.

**Please do not politicise the process.** While we appreciate that prospective agencies and/or representatives may have personal relationships with industry stakeholders, politicians or even BTA staff members, we ask you to abide by the terms and process outlined in this RFP. Put your best foot forward and rely on the merit of your work and ideas to win the business. **Failure to abide by the spirit of this request will result in the rejection of your proposal.**

## **AWARD OF CONTRACT**

This Request for Proposal in no way commits BTA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Selection shall be made of one or more Agencies deemed to be fully qualified and best suited among those submitting proposals on the basis of evaluation factors included in the Request for Proposals, including price, if so stated in the Request for Proposal.

Negotiations shall be conducted with the Agencies so selected. Price structure shall be considered, but will not be the sole determining factor. After negotiations have been conducted with each Agency, BTA shall select the Agency which, in its opinion, has made the best proposal, and award the contract to that Agency. Should BTA determine in its sole discretion that only one Agency is fully qualified, or that one Agency is clearly more highly qualified and suitable than the others under consideration, a contract shall be negotiated and awarded to that Agency.

BTA will not furnish a statement of the reason why a particular proposal or presentation was not deemed to be the most advantageous. At any time during the negotiations BTA may terminate all negotiations and re-advertise the requirement. The reason for such termination shall be made part of the file. The award document shall be a signed contract incorporating by reference all the requirements, terms and conditions of the RFP and the Contractor's proposal as negotiated.

## **REJECTION OF PROPOSALS**

BTA reserves the right to reject any or all proposals received and the right to choose parts of the RFP to execute.

Non-acceptance of a proposal means that one or more others were deemed more advantageous to BTA or that all proposals were rejected.

## **OWNERSHIP OF MATERIALS**

If selected as the agency of choice, any artwork you supply to us must be cleared and appropriate for ownership by BTA. We cannot be responsible for model or talent residuals of any kind. If your company is a signatory to any contracts that conflict with this policy, we are not and will not be bound by those contracts. Make certain you bring suppliers and partners to the table that understand and agree to these terms. We are willing to pay reasonable fees for photographers, models and crews. It's vital for us to own and leverage our assets with partners throughout the travel chain, so clear ownership of assets is critical.

## **WARRANTIES**

Agency represents and warrants that it has full power and authority to enter into and fully perform this Agreement, and that no services or material furnished hereunder will in any way infringe upon or violate the rights of any third party, including without limitation rights of patent, trade secret, trademark, copyright, or privacy.

BTA represents and warrants that it has full power and authority to enter into and fully perform this Agreement, that any information about its products and services furnished to Agency will be accurate and complete, and that no services or material furnished to Agency hereunder will in any way infringe upon or violate the rights of any third party, including without limitation rights of patent, trade secret, trademark, copyright, or privacy.





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[GoToBermuda.com](http://GoToBermuda.com)